

EMBER 28, 1970

CHEMIST & DRUGGIST

newsweekly for pharmacy



BEAUTY BUSINESS

SPECIAL SUPPLEMENT

**'Re-design E C 10
to combat
drug misuse'**

**Sir Derrick's
general sale
list campaign**

**Cosmetics: the
problems of
merchandising**

**Dual pricing
in Q P L
supplement**

Great weather for Dequadin Lozenges!



For infections of the throat and mouth

Get in your winter stocks NOW!



ALLEN & HANBURY'S LIMITED LONDON E2 6LA

the **Wellcome range of insulins**

**Soluble, Nuso,
Lente,
Protamine Zinc,
Globin, Isophane**

All are products of constant strength
and the highest possible standards
of purity – standards essential for the
control of diabetes.

When you order, specify

Wellcome^{*} insulins

*trade mark



Wellcome

**Burroughs Wellcome & Co.
(The Wellcome Foundation Ltd.)
Dartford, Kent.**

CHEMIST & DRUGGIST

112th year of publication Vol. 194 No. 4736 The newsweekly for pharmacy

CONTENTS

'Stalemate' on chemists' remuneration	755
NPUM to expand to Ireland?	755
Drug misuse: move to modify EC10	755
Scripts levy scheme is 'hare-brained'	756
General sale list: Sir Derrick holds to his view	757
Cosmetics and the single girl	757
The Xrayser column: Dispassionate appraisal	759
Glaxo to double research spending	762
Comment <input type="checkbox"/> A limit to general sales	769
<input type="checkbox"/> Prescription sense	
<input type="checkbox"/> Dual-price supplement	
About face: Some thoughts on the cosmetics market	770
Do you have to prosecute?	775
Company Profile: Janssen Pharmaceutica nv	777

WELLCOME INSTITUTE LIBRARY	
Coll.	WelMOMec
Coll.	
No.	

Appointments	762	Letters	773
Books	769	Market News	778
Business Briefly	762	New Products	763
Coming Events	778	News in Brief	759
Company News	762	On Television Next Week	764
Deaths	759	People	759
Decimal Pointers	775	Promotions	764
Equipment	773	Trade News	764
Irish News	758	Classified Advertisements	779

Editor Arthur Wright, MPS, DBA

Deputy Editor R. E. Salmon, MPS

Markets Editor W. S. Bowman, MPS, MIPharmM

News Editor Stephen Harcher

Technical Editor R. Baxter, BPharm, MPS

Information Services I. H. Cotgrove

Price List D. J. Davis

Design Ian Stuart

Advertisement Manager James Lear

Advertisement Executives

J. Foster-Firth, MPS

D. P. Peevers

P. J. Ferrary

E. L. Sheard, Benn Brothers Ltd, Permanent House, The Headrow, Leeds, LS1 8DF (Leeds 22841)

Classified Advertisements John Thelwell

Production K. Harman

Publisher Donald Gaffney, MInstM

Published every Saturday by Benn Brothers Ltd, 12 Dyott Street, London, WC1A 1DA (01-240 0855)

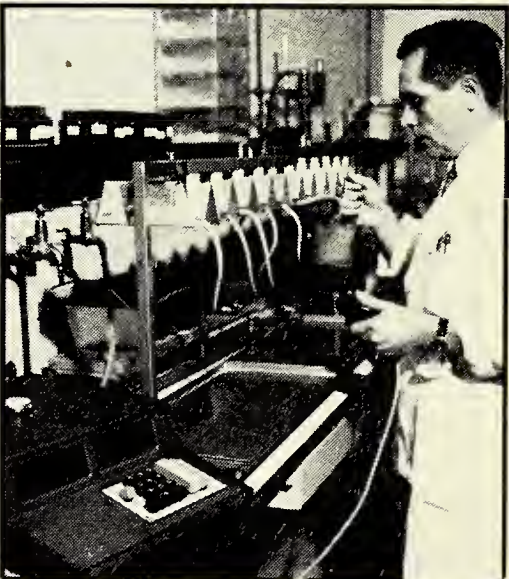
Subscription Department Bouverie House, 154 Fleet Street, London, EC4A 2DL (01-353 3212)

Home and Overseas £6 pa; 5s per copy (including postage)

Contents ©

Member Audit Bureau of Circulations

A Benn Group Journal



A battery of rats (the tails only visible) being tested with a CNS compound at Janssen Pharmaceutica. (See page 777.)



Customers (and coughs and colds) **come in all shapes and sizes**

That's why we make a variety of pastilles — not just Meggezones "the strong one" for the heavy bout of catarrh, but also MiniMeggezones for less serious attacks and Junior Meggezones, in lemon and orange flavours, for the children.

Blue Special Pastilles in a 7 variety range **suit your customers**

Cherry Cough, warming and comforting; Glycerin of Thymol, a gargle in pastille form; Smokies for that irritating smoker's cough; the tastier, smoother Glycerin Lemon & Honey and Glycerin & Blackcurrant to soothe sore throats; and Catarrh and Menthol & Eucalyptus for the nose.

There's something for everyone in the White Laboratories range — and for you, in our volume discounts.

WHITE LABORATORIES LTD
Penarth Street, London, SE15

Stalemate' on chemists' remuneration

A position of stalemate has been reached in chemists' remuneration negotiations with officers of the Department of Health and Social Security.

That information was given to the Central NHS (Chemist Contractors) Committee on November 24. The Committee's representatives have therefore asked for an immediate meeting with Sir Keith Joseph, Secretary of State for Social Services. It has been arranged for December 15.

A special meeting of the Central Committee is being held during the first week of January 1971, and a conference of representatives of Local Pharmaceutical Committees is being arranged for Sunday January 31.

The current remuneration claim was submitted in two parts, that in respect of the notional salary in May, and that in respect of the profit per prescription at the end of July.

NPUM to expand into Ireland?

The possibility of the National Pharmaceutical Union extending its marketing activities to the Irish Republic has been discussed between representatives of the Union and the Irish Drug Association.

The results of talks between the chairman of NPU Marketing Ltd, Mr Jack Bond, and the secretary, Mr J. Wright, and members of the IDA Committee and its secretary, Mr B. R. Smith, were discussed at the IDA's monthly meeting in Dublin on November 12.

It was pointed out that many NPU lines were subject to duties and taxes, and that in some cases, importation would be possible only under licence. That raised many problems regarding distribution. It was agreed to seek the opinion of community pharmacists in different areas before notifying the NPU concerning what lines would be most suitable for distribution in Eire. The discussions remain at an exploratory stage and the committee feel that a close study of the matter could be of mutual benefit to the members of both organisations.

Drug misuse: move to modify EC10

Form EC10 should be redesigned to indicate to doctors the details required by the Poisons Rules—and a similar form should be prescribed for use in private medical practice.

Those are two preliminary recommendations of Sir Edward Wayne's subcommittee of the Advisory Committee on Drug Dependence, which has been inquiring into the social aspects of misuse of barbiturates and other sedatives in common use, with special reference to intravenous injection.

Mr Richard Sharples, Minister of State, Home Office, disclosed during last week's final committee stage session on the Misuse of Drugs Bill, that the government had had the recommendations the previous week and had not yet had time to consider them fully.

The Wayne subcommittee had also proposed that barbiturates and other sedatives, such as methaqualone and nitrazepam, should be controlled under the Bill.

Most urgent

But it regarded the most urgent requirement as being the introduction of statutory notification of persons dependent on barbiturates who practise intravenous injection and of those who develop severe dependence requiring increasing dosage.

The subcommittee also favoured the introduction of arrangements for special treatment for such persons.

Mr Sharples recalled allegations that the casualty units of London hospitals with treatment centres were being "swamped" by barbiturate injectors seeking help. However, a survey in June, July and August had revealed a total of only 284 confirmed or suspected barbiturate injectors.

The subcommittee noted the ease with which determined



Mr D. B. Percival, a director of Prossers Ltd, chemists, 5 Bolton Road, Walkden, Worsley, Manchester, presents a £250 cheque to Mrs Marie Smith, who won first prize in a baby care knowledge competition run by the Expectant Mother Information Service. On the right is Mr Tony Rich, marketing manager, Multilink Services Ltd.

misusers could obtain supplies, and "felt strongly that the medical profession should give urgent attention to the adequate education of doctors in the use of these drugs and the treatment of drug dependence."

Commenting on the proposals, Mr Sharples said that the selection of sedatives for listing in the schedule to the Bill would have to be carefully studied, as would the control regimes. The substances could be added by Order if the Bill had passed all its stages before final decisions were made.

Dr T. Stuttford said that a standard type of script for the private practitioner "would go a long way to stop the abuses of a few crooked black sheep."

"Let us see whether private practitioners can be brought within the scope of the Bill through having a check on their prescriptions."

Dr Stuttford also asked that when "synopses of the Bill" were sent to doctors, proprietary names of the drugs should be included. He received an assurance from Mr Sharples that consideration would be given to exempting certain branded preparations, containing very small amounts of controlled drugs, from the more rigid controls to be imposed on distribution.

The Bill, as amended by the Standing Committee, is available from HMSO, price 5s.

Pharmaton seek working elderly

Pharmaton (UK) Sales Co are trying to trace elderly men still doing a full-time job—and find an "amazing" response.

A letter from the company's managing director Mr W. G. Unruh, which appeared in local newspapers throughout the UK, has attracted some 300-400 replies from working elderly men in the first two weeks. Many of the men are in their upper 80's.

The company intends to collate the information received to see whether any correlation can be found between a long active life and factors such as environment and type of work.

A matter of terms

A suggestion that "chemists" should become known as "chartered chemists" to avoid confusion with pharmacists, has been opposed by Mr C. V. Hammond MPS, ARIC.

The suggestion came from Mr J. M. Blakeway in a letter to *Chemistry in Britain*, the journal of the Royal Institute of Chemistry. But Mr Hammond has replied that "chartered chemist" will be associated in lay minds with "qualified chemist," and the confusion will persist until laymen use the term "pharmacist."

Script levy scheme is 'hare-brained'

The Government's proposals for a cost-related prescription levy were described as "hare-brained" in a speech being given at the annual dinner of Leeds Branch of the Pharmaceutical Society on Wednesday evening.

Mr W. M. Darling, president of the Society, said that no details of the scheme had yet been received, but he was utterly opposed to it both on the grounds of principle and practicability.

"As far as pharmacy is concerned, it is unworkable. In practical terms, it will require the extra operation of pricing a prescription at the busiest time of the day, at the time when the patient is waiting for the medicine.

"It will also create a barrier between the pharmacist and the patient based on the capability of the patient to pay the charge. On humanitarian grounds, it will interfere with the prescriber's free choice of medicine for his patient.

"In the future, if this scheme were to be adopted, a major factor in prescribing would be the patient's ability to pay, and in certain instances, let there be no doubt, certain patients will be prescribed by their doctors his second or third choice of medication."

Any such scheme must be resisted by everyone and by every method available, said the president.

Mr Darling suggested that a simple poster should be available for display in pharmacies, informing the public about the exemption- and season-tickets schemes associated with the existing levy. There should also be explanatory leaflets.

Turning to drug misuse, Mr Darling said the forthcoming legislation would only be able to control the problem if investigations were undertaken into the methods of the drug pedlar, the extent of casual use, and the reasons why some people took or experimented with drugs.

He urged that the advisory council on drug dependence, to be set up under the Bill now going through Parliament, should have a good representation from the health professions, particularly pharmacy.

Mr Darling welcomed the powers the Bill gave to the Home Secretary to specify special prescription forms for controlled drugs, and to put an upper limit on the amount supplied.

Hot lemon in hot water

The labelling of a preparation intended to give fast relief to sufferers from the common cold, implied that the product made a hot lemon drink, says Dr B. Brown, scientific adviser to the Greater London Council in his annual report issued this week.

Dr Brown criticises the labelling as being badly worded, which, he says, could lead to misunderstandings as to the composition of the article. The front panel did not indicate, in an unambiguous manner, that drugs were included.

"A cursory glance at the label might lead to a false impression of the contents of the packet, a situation which should be avoided in the drug field."

It is understood that a nationally-advertised brand is involved, and that discussions are continuing with the manufacturer.

Dr Brown also criticises the distribution of a sample of denture cleaning tablets by delivery through letter boxes. He feels they may have been found by children and if consumed in mistake for sweets, the effect "would not have been pleasant." The manufacturers agreed to stop the method of distribution.

A new treatment for phenol splashes

A new method of treating phenol splashes is being recommended by the British Chemical Industry Safety Council of the Chemical Industries' Association.

Besides being corrosive, phenol is absorbed rapidly through the skin and may cause systemic poisoning. Hence, prompt and effective treatment may be life-saving. The standard procedure has been to flood the affected area until a phenolic odour is no longer detectable, but opinions have differed concerning the solvents to be used.

Recent studies in laboratory animals indicate that rubbing



The anniversary of 222 years of "sweet blooming lavender" is being celebrated by Potter & Moore. For the occasion, two P & M "lavender girls," wearing faithful copies of the original lavender sellers' hats and dresses, visited the house of Dr Samuel Johnson in the City of London, carrying a basketful of fresh lavender alongside the Potter & Moore Lavender collection of toiletries

the skin with saturated swabs is far more effective than simple washing—whatever the solvent used. The following procedure is therefore recommended for the immediate treatment of phenol contamination of the skin:

- ☐ Promptly remove all contaminated clothing
- ☐ Rub all contaminated skin with swabs soaked in glycerol, polyethylene glycol (PEG), or a 70:30 PEG/methylated spirit mixture—for at least ten minutes
- ☐ Where, for any reason, the solvents recommended above are not immediately available, rub the skin with swabs

soaked in water. This treatment should be followed, as soon as possible, by rubbing with swabs soaked in one of the recommended solvents

☐ Seek medical advice, unless contamination is known to be trivial.

It is suggested that the same procedure be applied to skin contamination with phenol solutions and phenolic compounds in general.

No change is at present advocated for the first-aid treatment of phenol splashes in the eye, and copious flushing with water for at least ten minutes remains the treatment of choice.

Planned shopping needed

New regional shopping centres of the highest quality and convenience must be considered by the Government as a matter of national policy in every regional plan produced over the next decade—"if not we are in danger of grinding to a standstill" said Mr P. C. R. James, chairman, MPC and Associates Ltd, at a recent seminar in London on "The Retail Revolution."

Retailers and developers must also become more responsible in their efforts to create a better environment for their customers.

To demonstrate how the French were tackling the problem a film of two projects was screened. It showed the Caen "hypermarket" of Carrefour, established in 1963 and now having sales reaching £1m per month; Average sales value per customer per visit is £7 and 40 per cent of the sales are between 6 and 10 pm.

Also highlighted in the film was Parly 2, a regional shopping centre at Versailles which celebrates its first anniversary this month. In Parly 2 there are some 105 shops (including chemists); the average leasable space is 2,000 sq ft per shop and after a fixed minimum rent a percentage on turnover is paid.

Pre-payment certificates

As from April 1, when prescription charges go up to 4s, the cost of pre-payment certificates will be £2 for a certificate valid for 12 months.

That information was given by Sir Keith Joseph, Secretary of State for Social Services, in a written Parliamentary answer last week.

Overdosing on the increase

Taking an overdose has become more frequent year after year and four out of five people doing so swallowed a medicine that had been prescribed by a doctor, Professor G. M. Carstairs told an evening meeting of the Pharmaceutical Society in Edinburgh recently.

The same pattern was world-wide, he added. The common factors appeared to be the ready availability of sleeping pills and other psychotropic

drugs and the spread of a new attitude towards the act of taking an overdose.

Among the young, aspirin overdose was on the increase and that could give rise to serious complications. Among older patients, barbiturates have been overtaken by the other psychotropic drugs. There has been a remarkable change in the sex ratio: by 1969, the rate for young men was nearly as high as that for young women.

A Boots pharmacy with check-out

Boots Ltd were opening a self-selection pharmacy with check-out points on Friday of this week.

The branch, at Wigston Magna, eight miles south of Leicester, has normal counter service for pharmacy lines, however. The company say it represents a further development in continuing experiments to improve customer service.

Cosmetics and the single girl's purse

Nearly £35m a year is spent by single girls in the 15-24 age group on cosmetics and toiletries, with deodorants, shampoos, fragrances and mascara comprising the largest categories; on shampoos alone they spend more than £4m a year.

A survey, published by IPC Magazines on Thursday, from which these facts emerge, also shows young single girls to wield an annual spending power of £570m in disposable income.

In the section devoted to cosmetics, the survey concentrates on purchase rather than usage. This is found to be a market dominated by impulse buying, and many items are disposed of while only part-used to make way for newer purchases. The single girl is shown as extremely fickle in her choice of cosmetics, and brand loyalty is low.

At the time of interview 25 per cent had bought aerosol hairsprays in the previous three months. Just over half had bought lipstick and eye shadow but the percentage buying mascara was 62 and the average expenditure 8·8s. Over the year 84 per cent are listed as buying mascara — Max Factor and Miners being the brand leaders.

General sale list: Sir Derrick holds to his view

Sir Derrick Dunlop, chairman of the Medicines Commission, has again voiced his opposition to any restriction of the sale of "simple domestic remedies" to pharmacies.

Speaking at the annual dinner of the Royal Society of Health's pharmaceutical group last week, he restated the list of remedies he had put forward at the British Pharmaceutical Conference banquet, and again in a recent supplement to *The Times*.

Sir Derrick said he could not see that restriction would significantly mitigate the dangers of these remedies, and gave a new example to prove his point.

"Would the purchaser of a preparation containing phenylephrine be asked if they were

taking a monoamine-oxidase inhibitor?" he asked.

Speaking generally on the work of the Medicines Commission, Sir Derrick said it was sometimes erroneously thought that it was the licensing authority for medicines. But that was the function of Ministers.

The Commission was to be an advisory body to the Ministers on the broad aspects of policy regarding medicines; it was to direct the preparation of the British Pharmacopoeia, and to advise on the numbers, functions and composition of expert committees to be established under the Medicines Act.

With the exception of the British Pharmacopoeia Commission and some temporary *ad hoc* subcommittees of the Commission, the expert committees, once established, would not be subject to direction by the Commission.

The latter would, however, act as an appeal tribunal against any adverse advice given by a Safety Committee to the Licensing Authority, and its recommendations on appeal establish precedents of which the expert committees would doubtless take heed.

Dealing with licensing, Sir Derrick hoped that it would be possible to do things differently from the United States' way.

The main difference between the Commission and the Food and Drug Administration was that the Commission's decisions would be taken by physicians, veterinarians, pharmacists and scientists whose careers did not depend upon their being members of the Commission. In the US, these decisions are taken by professional civil servants.

Data sheets, including all essential facts about a medicine and to which all promotional material had to conform, would be somewhat shorter than in the US. The need for approval of the data sheets by the Committee on the Safety of Medicines would perhaps prevent altogether the sale of worthless remedies.

Expenditure by girls on deodorants and antiperspirants is reckoned to be £4·3m, upwards of 80 per cent of the girls making one or more purchases within a year.

In the case of feminine deodorants 37 per cent had bought an average of 1·99 units within three months, the total annual expenditure being calculated at £2·19m.

Money spent on toilet soap appears to be much smaller than on the other cosmetics—no doubt such expenditure figures in the household budget, although 23 per cent said they had bought an average of 4·32 units within three months.

It appears from the survey that expenditure on tampons is double that on sanitary towels, with only one-third of the sample buying the latter.

Boxes of tissues appear to be growing in favour for the young woman's "beauty kit." Just over half the girls interviewed buy the tissues spending £1·7m a year. The number interviewed was 2,046 and the field work was carried out June 25—July 12. ("1970 Young Spending Survey," IPC Magazines, Fleetway House, Farringdon Street, London EC 4, price £5.)

The 'seven ages of makeup' analysed in new survey

"Seven ages of makeup" are suggested as a result of a survey into women's attitudes to cosmetics recently carried out by the Pemberton Publicity Group. They are listed in a report on the survey as:

□ The Imitative Age: a little girl dons mummy's shoes, dresses, jewellery and hats and parades around in frequent but brief experiments to see what it might be like to be a woman.

□ The Age of Rehearsal. Some time between the ages of 10 and 14 the young girl, accompanied by one or two close friends either "borrows" from older sister or goes off and buys one or two make-up items — mascara and eye shadow are favourites.

□ The Age of Assertion: sometime between 14 and 18 years the female wants first and foremost to assert her independence and individuality. In her own eyes she is not only a fully mature, independent adult, but a completely unique and individual one as well.

□ In the fourth age of make-up, typically between 18 and 22, she sees herself as actively and consciously competing with other women for the attention of men. At this stage she has hit upon a formula for "packaging" herself attractively. She knows what she must do to compete with other females for a man and is resistant to giving up any of it.

Settling down

□ In the fifth stage, she has got her man and settles down to have babies — the Age of Wholesomeness. Mothers identify with the wholesome task of motherhood and seek to create an image to match, wearing simply — "a light powder," "a bit of lipstick" and "some mascara." Even when they go somewhere very special with their husbands, who want them to look very attractive, they never go back to the complete "competitive package" of young womanhood.

□ In her late thirties or forties she enters the Age of the Mask. At this stage a woman typically looks for a way to reassert her independence, get out of the house more, perhaps take a job to have her own pin money. Accordingly, she takes a renewed interest in her appearance, equal in intensity to the days of her young womanhood,

but in this phase of her life she is not trying to "package" herself in order to compete with other women for the attentions of men. Rather, she is using a makeup mask behind which to hide.

□ The Age of Nostalgia is the last and seventh age of make-up; it sets in when a woman retires from an active working, social, travelling or motherhood role (any time between 50 and 70) and satisfies herself by being a grandma and reminiscing about the past without seeking to change her life style.

Irish news

Health Service may be delayed

Irish doctors voted recently at the annual meeting of the Irish Medical Union to reject the Minister for Health's "final offer" on the basic fee for a service to a patient under the country's new health service scheme.

In consequence, owing to the need to finalise Departmental budgets in the near future the introduction of the scheme may be further delayed. It was due to have started in the Dublin area on April 1, 1971, and in other areas of the country on October 1.

The Minister (Mr Erskine Childers) had offered 15s as the basic fee for a single service to a patient during surgery hours but the meeting passed a motion that the fee should be £1. At the Union's dinner the same night the Minister expressed his deep disappointment at the decision and offered to meet the Union's Council to discuss the matter with them.

The Irish Medical Association who had also been involved in negotiations on the health service were to attend as observers.

The issue of the *Medical Times* for November 20 commenting on the matter drew attention to the fact that a referendum on acceptance of the



Mrs Henrietta Brocklehurst, FPS, was at Buckingham Palace last week to receive from the Queen the insignia of the OBE, which was awarded to her in the Birthday Honours List. Seen with her are her husband, Mr E. A. Brocklehurst (a member of Council and former president of the Society) and two daughters, Eileen and Jennifer.

offer was currently being conducted among doctors. It considered the timing of the referendum "most unfortunate" as it must now be "most confusing" as to whether the result of the referendum or of the annual meeting should take precedence.

That appeared to remain the position on November 24 as it is understood that the Minister made inquiries of a well-known medical representative on November 23 for his opinion on whether the doctors would accept the offer. The reply was — "It's dicey."

'No power to control aspirin'

Reference to a recent inquest into the death of a child in Cork was made by the President of the Pharmaceutical Society of Ireland, Mr R. J. Power, when he spoke at the first annual dinner of the Southern Region Pharmacists' Association recently.

Mr Power said he understood that a verdict had been returned that death had been due to bio-chemical imbalance as a result of aspirin intoxication. A rider had been added urging the Pharmaceutical Society to take steps to have the sale of aspirin and aspirin compounds controlled.

Mr Power pointed out that it was not a function of the Society to introduce controls over poisons or potent medicines; that responsibility rested with the Minister for Health.

The tragic incident in question had highlighted the need for medicines legislation relat-

ing to the quality, efficacy and safety of medicines. This would involve the State in taking a positive attitude towards such matters as the mass advertising and distribution of medicines.

Mr Power said that in his opinion it would be better to introduce the new Health scheme in the regions outside Dublin in the first instance because the need for improved services appeared to be more urgent in those areas.

Examination results

The following candidates were successful in the recent B.Sc. (Pharm) degree examination held by the National University of Ireland.

Honours, S. B. McCauley; Mary J. Lalore.

Pass, G. S. Beecham; Clodogh K. C. Brady; Clare J. Burke; E. G. Crowley; A. O. M. Hennelly; F. P. Kelly; Sheila Kieran; D. S. A. Leavy; Helena C. McDonald; M. M. B. Mahony; Mary J. S. O'Reilly; P. M. Quigley; O. J. Roche; Mary J. Roice; P. G. Tam; Mary R. A. Tracey; A. L. M. Walsh.

In examinations held by the Pharmaceutical Society of Ireland the following candidates were successful:

Assistants' examination, Eileen B. Brophy; Brigid B. Byrne; Helen Duane; Helen Enright; Catherine A. Foran; Anna M. McMahon; M. Murphy; Hanora F. O'Dwyer; Nora M. C. O'Keefe; Mary D. Ward.

Second professional examination, T. Hutton-Mills; Brigid MacCann.

PEOPLE

The Xrayser column

Dispassionate appraisal

The debate in the House of Commons on the matter of unauthorised substitution of drugs in the pharmaceutical service has gone some way to restore a sense of proportion in a situation which required a dispassionate appraisal. It was necessary for the profession to state its position—a position which is clearly delineated in the Statement upon Matters of Professional Conduct. But something more than that was needed, and Miss Mervyn Pike, in her statement to the House ranged sufficiently widely to enable the Department of Health, through the agency of Mr Michael Alison (Under Secretary of State), to deal at length with the facts, and, on the basis of his knowledge and information, to pay tribute to the scrupulous care of the pharmacist in the exercise of his onerous duties.

It seems a pity that the newspaper concerned in the sensational disclosures did not see fit to publish a detailed account of the debate, but I suppose one could hardly look for that. It might have undermined the confidence of its readers in the truth of the allegations of large-scale fraud and, consequently, have shaken their confidence in any other judgments it might make on other topics. Similar standards necessarily apply to the same kind of journalism churned out nightly on television, carefully tailored to suit its particular needs.

Strange to say, despite Miss Pike's statement in the House, I have had no reaction from the public, and, so far as my experience is concerned, the newsprint and the time on the air, have been completely barren in their effect. But I am not suggesting that that has been the case all over the country, for to do so would be to fall into the same trap as that into which the authors of the sensationalism had themselves fallen—to take one or two isolated instances and do a quick arithmetical sum.

They are branded

That is not to say that, over a year or two, I have not had some questions to answer and some doubts to assuage, but those have been caused by changes in colour and size of tablet resulting from a policy decision of the manufacturer, or even, it seems, inability to match the colour of previous batches. And those, be it noted, are not "substitution" drugs, but the genuine, jealously-guarded products of the proprietary manufacturers. They are branded.

It seems to me that when such a change is made it is the duty of the manufacturer to supply a quantity of adhesive labels announcing the change, which can be attached to the product at the time of dispensing. The doubt of the patient, in such circumstances, is not concerned with possible substitution, but with the accuracy of the dispensing, and life is sufficiently complicated without having to try to reassure the customer that her tablets—white only a month ago—are now blue, or that the orange-coloured product in her last bottle is now canary-yellow, or even that the small sugar-coated tablet has now been replaced by a large uncoated one, with a code which is not easily broken by the layman.

I accept that changes are often made in the interest of safety—although the campaign against unidentifiable products has died down, we are still feeling its effects. But just a little thought would go a long way to helping retailer-manufacturer relationships.

Measure for measure

After an initial period of, I think, eighteen months, it has become evident that the 5ml spoon is not the complete answer to the problem of dosage, and I note that the Council of the Pharmaceutical Society is now recommending a measure "graduated from four 5ml spoonfuls to eight 5ml spoonfuls"—whatever that may mean. It looks unlikely to solve last week's dilemma produced by the gargle directing that 10ml should be diluted to 200ml with warm water. Let us be *quite* sure before embarking on alternatives.

Mr John H. Seager, MSc, director and chief scientific and technical executive of Yardley & Co Ltd retires this month from the board of directors having been with the company for 52 years.

It is actually Mr Seager's second attempt at retiring. He first retired in 1965, but could not give up and no one wanted him to. He, therefore, continued to be a director and adviser to the chairman, with particular reference to essential oil research and development.

Over the years Mr Seager was responsible for many of the formulas used in Yardley's products today and for the development of the company's lavender fields in Norfolk.

Deaths

Whelehan. On November 15, Mr J. K. Whelehan, MPSI, Treetops, Sutton, Dublin. Mr Whelehan was one of Ireland's leading pharmaceutical industrialists, having been a founder member and chairman of T. P. Whelehan, Son and Co Ltd, agricultural chemical pharmaceutical manufacturers. He was also chairman of Boileau and Boyd Ltd, manufacturing chemists, and a director of Eric W. Massey Ltd, printers' suppliers, also of Dublin.

Aged 63, Mr Whelehan, who was a native of Mullingar, qualified as a pharmacist in 1931 and conducted his own pharmacy in Mullingar before moving to Dublin.

News in brief

□ At a ceremony held at the Painters' Hall, London, this week, "Miss Pears 1970" (seven-year-old Belinda-Jane Anderson) unveiled the portrait of her painted by Mr Alex Koolman.

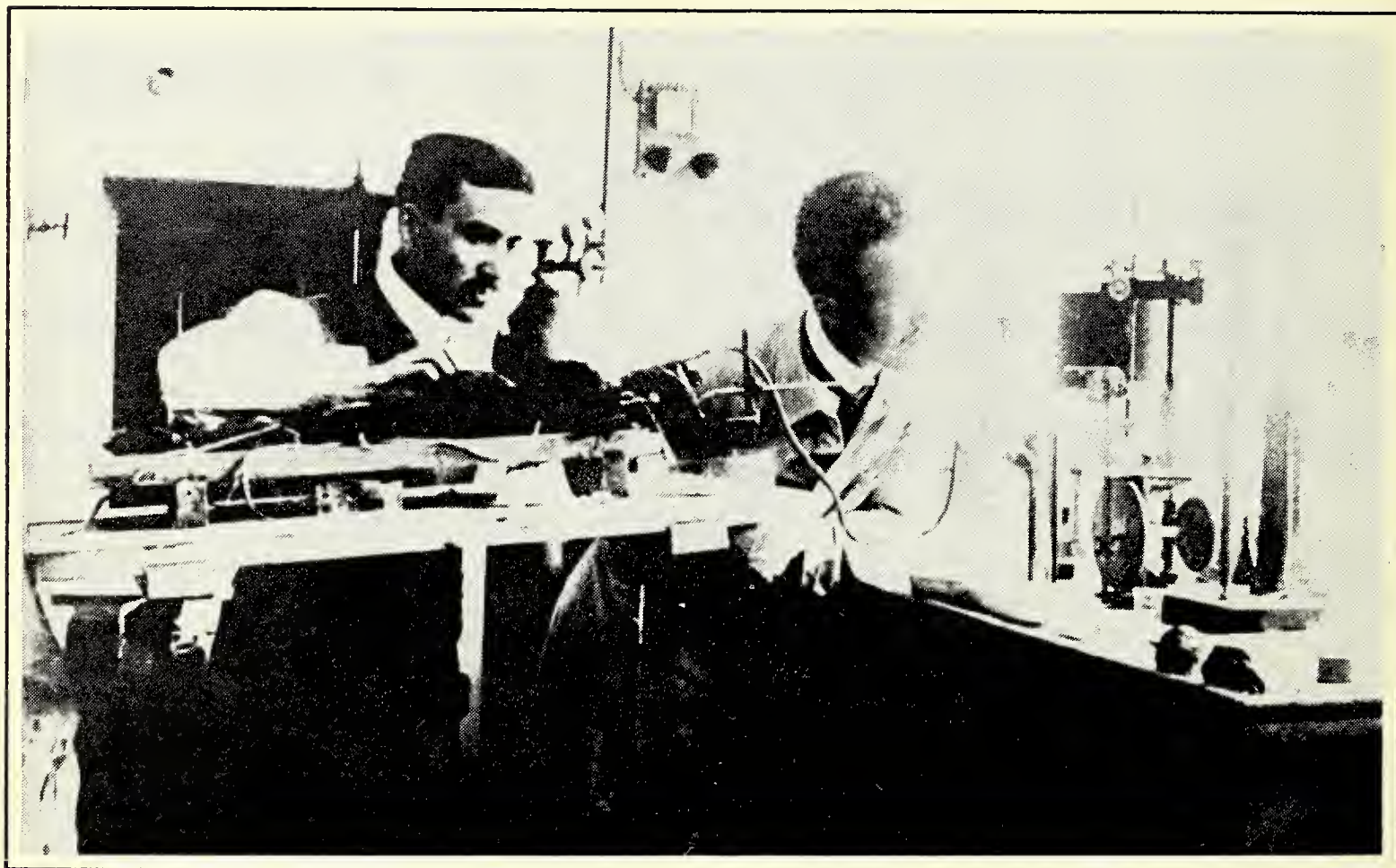
□ A 1970 supplement to the British Veterinary Codex 1965 becomes available next week from the Pharmaceutical Press, 17 Bloomsbury Square, London WC1. Cost is £3 10s, post free.

□ The Confederation of British Industry is setting up a new standing committee on marketing. Its terms of reference are: "To recommend policy as it relates to the promotion and encouragement of the marketing concept and to take any necessary action."

□ Prescriptions dispensed in England during August numbered 17,608,448 (11,379,855 forms). Total cost was £12,362,106, an average of 168.49d per prescription.

□ The Statutory Committee of the Pharmaceutical Society is to consider 10 cases when it meets on December 10 and 11.

□ More than 20 Labour MPs, headed by Mr David Stoddart, have signed a Parliamentary motion calling on the Government to take action to exempt retirement pensioners' wives aged between 60 and 65 years from the payment of National Health Service prescription charges.



Fifty years ago Markus Guggenheim – working in the Roche Research Laboratories in Grenzach – first isolated L-Dopa, the substance now widely regarded as the most significant single breakthrough in the whole history of Parkinson's Disease.

Today, Roche Products Limited are happy to announce that Larodopa, the Roche brand of L-Dopa, is now generally available for prescribing both in hospitals and in general practice.*

Larodopa: The Benefits

This is a significant step forward, both in the percentage of patients who can benefit from treatment and in the amount of benefit they can be offered. Two-thirds or more of Parkinsonian patients benefit significantly – often dramatically – in mobility. **Larodopa** is the first treatment – medical or surgical – which reduces the paralysis (akinesia) of Parkinson's Disease as well as reducing the rigidity and the tremor.

Larodopa: Procedure

Dosage starts at a low level, and is increased gradually to match individual needs and response. Dosage may also need to be adjusted to minimize the side-effects which may occur.

Larodopa: Precautions

Side-effects – which are both dose-dependent and revers-

ible – occur in a large percentage of cases. They can be mitigated to some extent by adjustments in dosage. Long-term safety and efficacy have yet to be established.

Larodopa: Full Information For You

Treatment with **Larodopa** is capable of making a quite revolutionary change in the lives of patients with Parkinson's Disease and of their relatives. Roche feel that a responsibility is created by that fact: a responsibility for keeping everyone concerned provided with full and current information about **Larodopa**.

Roche propose to meet that responsibility by offering you a comprehensive information service on **Larodopa**. Details will be announced shortly.

*trade mark for Roche preparations containing L(-)- β (3, 4-Dihydroxyphenyl)-alanine.



Full information is available on request from

Roche Medical Information Service/Larodopa, 15 Manchester Square, London W1M 6AP. Telephone: 01-935 5566

**Larodopa* Tablets
are now available
from your wholesaler**

COMPANY NEWS

Glaxo to double research spending

Glaxo Group Ltd are to double their expenditure on research during the next five years or so but before this can be done extensions to the laboratories at Glaxo Research Ltd and Allen & Hanburys Ltd will be necessary. This was stated by Sir Alan Wilson (chairman) in his annual report to shareholders last week. Cost of the extensions he estimated at £5m and he said some of the buildings were nearly finished although completion of the whole plan would take until mid-1972.

Expenditure on the Group's fixed assets during 1965-69 averaged £5m a year. At the moment capital expenditure was "unusually" high (£20m in year under review) and "will remain so for the next two or three years," adds Sir Alan.

Glaxo are now Europe's largest producer of bulk fermentation products including penicillin, streptomycin and vitamin B₁₂.

CMR move into dairy hygiene

The dairy hygiene business of Hadleigh-Crowther Ltd, Reading, Berks, has been acquired by Cooper, McDougall and Robertson Ltd.

A joint statement by the directors of both companies on Thursday said that the business would become a division of the Wellcome Foundation Ltd and would be known as Cooper Crowther.

The division will remain at Reading and Mr J. V. Thatcher will act as general manager while continuing as general sales manager. livestock and veterinary, to Cooper and Burroughs Wellcome in Berkhamsted.

Dr Crowther will act as consultant and undertake field trials on a large farm which he has acquired. Hadleigh-Crowther's product Carresin was not included in CMR acquisition.

CMR's annual report for the year ended August 31, issued earlier in the week, showed sales up from £22.92m. to £24.85m. but consolidated profit after tax fell to £208,000 (from £636,000).

Beecham buy Badedas

Beecham Group Ltd have agreed to purchase for £12.75m the German and international interests of UHU Werke, HuM Fischer of Bühl (Baden), West Germany. The Fischer group manufactures and sells the Badedas range of bath products and the UHU range of adhesives. Beecham will also pay a further sum of £340,000 upon the achievement of certain levels of

turnover. The completion date is December 31, 1970, and it is estimated that net assets at that date will have a book value of £3,350,000 compared with a book value at the end of the previous accounting year, of £3,153,000.

There are fixed assets (after depreciation) of £1.7m, including factories in Bühl, Milan, Italy, and Waterford, Ireland; and net current assets of £1.65m, consisting of stocks and debtors of £1,700,000, cash £600,000 and net creditors £650,000.

The net profits before tax of the Fischer group are expected to be approximately £1.1m for the current year.

Beecham told the C&D that they had no plans for disturbing the existing licenses and distribution arrangements for Badedas.

Weston's half-year

The group profit of Stanley Weston Group Ltd for the half-year ended August 31 fell to £151,303 (from £203,705 in the same period of 1969). After tax the profit is £87,000 (against £112,035) and a lower interim dividend of 8 per cent is declared (15 per cent).

S & H's profits fall

Stevenson & Howell Ltd which is controlled by Associated British Maltsters Ltd, made a profit of £100,000 in the year ended July 30 compared with a record profit of £202,000 in the previous year. ABM's chairman (Mr D. L. Nicolson) in his annual review of the group says that S&H's home trade margins were reduced because of increases in raw materials and other costs which could not be anticipated.

The volume of export trade which constitutes a high percentage of turnover also fell during the year because of economic conditions in some overseas markets.

Winding-up petition

A director of a general merchandising company disappeared, leaving behind debts of £27,783, creditors were told at a meeting in London on November 18.

The company, Fontana Fancy Goods Ltd, had dealt in fancy goods, pharmaceutical products, groceries, etc.

The official receiver said that trading did not commence until 1968. At that time the managing director was Richard Edward Cheek, trading from 60B Burdett Road, London E3.

Mr Cheek had said that during 1969 he put it about in the trade that he was willing to sell his interest in the company. As a result he was introduced to Denis John Ball in November 1969. He sold his shares to Mr Ball for £1,000 and from then on took no part in the business.

The official receiver said he had little information about the company's trading thereafter. It appeared that the business was transferred to 64 Brooksby Walk, Homerton, London, E, in April 1970, and trading ceased two months later.

The matter was left with the official receiver as liquidator.

In Brief

The Steetley Co Ltd: An integration plan is to be implemented on January 1, 1971,

by the Steetley Co Ltd and Berk Ltd. The main changes will be the formation of two operating groups, minerals and chemicals, and the merging of the central services of Steetley and Berk.

Sandoz Products Ltd are moving their London offices on December 1 to 41 Upper Grosvenor Street, W1X 0AL (telephone: 01-629 5011).

Order offices for pharmaceuticals remain at Station Road, King's Langley, WD4 8LJ, Herts (Southern), and pharmaceutical department, Calverley Lane, Horsforth, Leeds LS18 4RP, Yorks (Northern).

Albright & Wilson Ltd have told their shareholders that the company's trading in the second half of the year is expected to show a loss of up to £1.4m. In the first half the profit was £1.4m.

DeWitt-Potter & Moore: A Potter & Moore toiletry division has been formed within the De Witt organisation under the direction of Mr Robert Clapton.

Mr R. Lewis, MPS has taken over the pharmacy of Mr E. W. Lewis, MPS, 6 Silkstream Parade, Watling Avenue, Burnt Oak, Edgware, Middlesex.

E. Butterwick (Chemists) Ltd have closed down their branch at 160 Queen Street, Withernsea, Yorks.

Appointments

Sterling Drug Inc: Mr C. R. B. Williamson, chairman and managing director of Sterling-Winthrop Group Ltd, the United Kingdom subsidiary of Sterling Drug Inc, has been appointed a vice-president of the parent company.

Mr Williamson joined the Group in



1957 as marketing director of the Bayer and Winthrop Products companies. He was appointed managing director of the two operating units in 1961, chairman of the Bayer Products Co in 1967, group managing director in 1968 and chairman in January, 1970.

Smith & Nephew Pharmaceuticals Ltd: Mr A. L. Togut has been appointed marketing manager, contact lens solutions. [Corrected note.]

NEW PRODUCTS AND PACKS

Pharmaceutical specialities

Minims additions

Smith & Nephew Pharmaceuticals are including the following in their range of sterile single-dose eye drops, Second Generation Minims: Phenylephrine hydrochloride 10 per cent, sulphacetamide sodium 10 per cent and sulphacetamide sodium 30 per cent. The price of these Minims is the same as for other items in the range, ie, packs of 20 (17s 7½d), 100 (70s 6d). (Smith & Nephew Pharmaceuticals Ltd, Welwyn Garden City, Herts.)

Dietetic

Another six

New lines being added to the Limmits and Trimetts ranges comprise Limmits shortcake plain (5s); Limmits shortcake chocolate (5s 7d); Limmits lemon and lime biscuits (4s 5d); Trimetts crunch cakes (2s 10d); Trimetts beefburger savouries (5s) and Trimetts turkey sandwich (4s 5d). (Unicliffe Ltd, Sandwich, Kent.)

Cosmetics and toiletries

Under make-up moisturiser

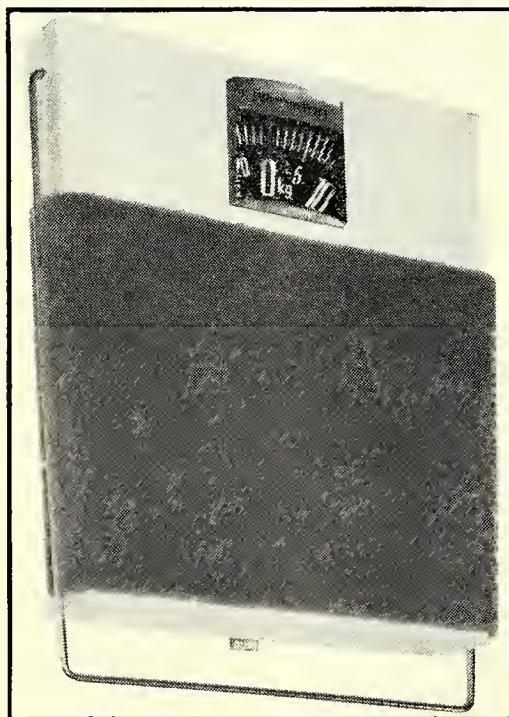
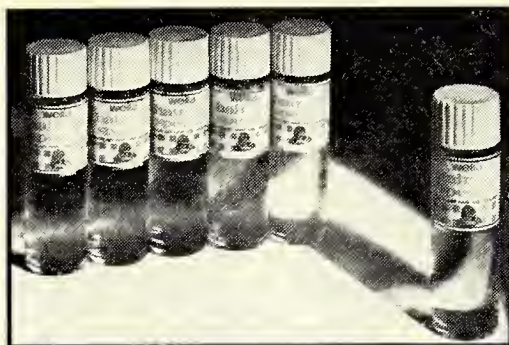
A new under make-up moisturiser from Germaine Monteil is Super Moist Cream. It comes in natural, a neutral shade for those who prefer the natural look, or blush, a warm pink tone to give depth of colour to the complexion. Presentation of Super Moist Cream is in an elegant round jar of translucent frosted glass with gold label and gold screw top, packed in a white and gold matching carton.

In two sizes—1 oz (£2 10s) and 2 oz (£4). (Germaine Monteil, 2 Old Bond Street, London W 1.)

Setting lotion for greasy hair

A new setting lotion for greasy hair and dandruff is released by the Wella organisation. Wella Hair Set Special (2s 9d) is left on the hair, not rinsed out, thus providing continued remedial action.

The hair is shampooed, rinsed well and towel-dried. Wella Hair Set Special is then applied evenly, combed through, and the hair is set. Each bottle of Hair Set Special holds enough for two sets. Price is 2s 9d



a bottle. A special introductory offer of 14 to the dozen will run until December 31. (Wella (Great Britain) Ltd, Wella Road, Basingstoke, Hants.)

Whispers and Ticklers

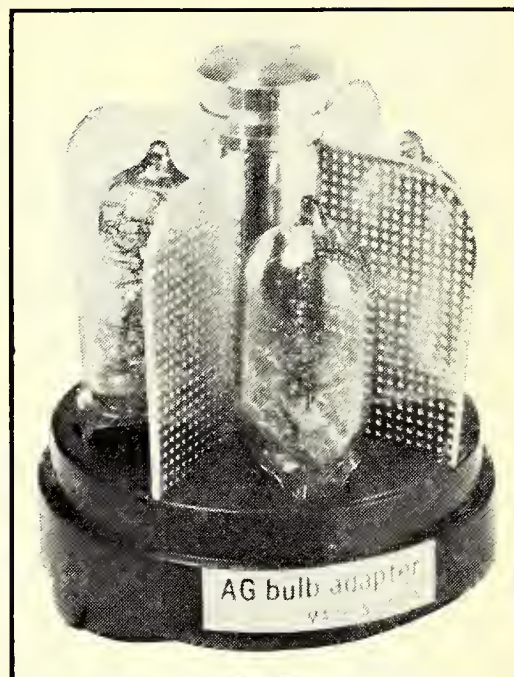
Eylure introduce two new lash types, Whispers and Ticklers. Whispers (11s 6d) the lashes that are a "little long with a fine silkiness" are made out of real hair, are feather trimmed and curl softly to give a "super-natural effect." Ticklers (11s 6d) can be worn as extra-long underlashes or lightweight top lashes. "They look really natural and make eyes look twice their size" and are claimed to be "tearproof, too."

Whispers and Ticklers are contained in a colourful "Miss Eylure" carded pack. (Eylure Ltd, 8 Grosvenor Street, London W 1.)

Sundries

Patterned tights

Norlyn have produced a range of patterned tights (9s). Made in one size, the pattern is confined to the outside of the leg and there are four designs from which to choose: Diamond, Star, Canada (maple leaf) and Snurra (whirligig). All are available in Norlyn fashion shades. The tights are of 20 denier nylon 66 crepe yarn and have exceptional stretch and recovery ensuring they cling to the body "like a second skin." For extra strength the trunk part is in 30 denier run-resist nylon, topped by a knitted-in waist band in elastic, "ensuring no more old-fashioned



and uncomfortable elastic marks." (Distributors, Global Pharmaceuticals, 62 Kenilworth Road, Edgware, Middx.)

Scales from France

Imported from France are five different scales. Known as the Keith Bentley range, under trade marks of Venus (56s 6d), Silhouette (65s 6d) and Weight-watchers (79s). The latter (illustrated) is being recommended by The Weight-Watchers Organisation. There are also models 429 (76s) and 442 (97s). (Keith Bentley Ltd, 20 Parr Street, London N 1.)

Lastolita support tights

Lastonet Products have recently introduced Lastolita lightweight foundation tights. They have the same support properties as the existing Lastolita stockings and are made from sheer nylon elastic yarn with micromesh panties designed to prevent laddering.

Lastolita tights have a knitted-in waistband for strength, and are available in small, medium and large, each in dawn and dusk shades. A display unit is available. (Lastonet Products Ltd, Redruth, Cornwall.)

Four wigs from Deltress

New from Deltress are the Libra (125s), Leo (150s), Capricorn (130s) and Aries (130s) wigs. All are of Modacrylic fibre and are completely ready to wear and washable. Libra is available in twenty-four fashionable colours, and Capricorn, Aries and Leo are available in ten fashionable colours. (Delbanco Meyer Wigs Ltd, Ryland Road, London NW 5.)

Photographic

Re-usable flashcube

Photopia have introduced a re-usable flashcube (15s 3d) which takes four AG1 flash bulbs and operates in exactly the same way as a flashcube. Once the four flashes have been fired, the old bulbs are replaced and the flashcube is ready for action again. It is pointed out that four separate bulbs are cheaper than one four-shot flashcube. (Photopia Ltd, Hempstalls Lane, Newcastle, Staffs.)

TRADE NEWS

North London depot to close

Sangers Ltd are to "phase out" their May Roberts branch at Stamford Hill, London N 16, during the next few months.

The company say they have found it impossible to operate the branch at anything like a fair trading profit, despite strenuous efforts over the past five years. Customers will continue to be served from Stamford Hill until an alternative service can be arranged from the group's other warehouses.

New Perutz colour film coming

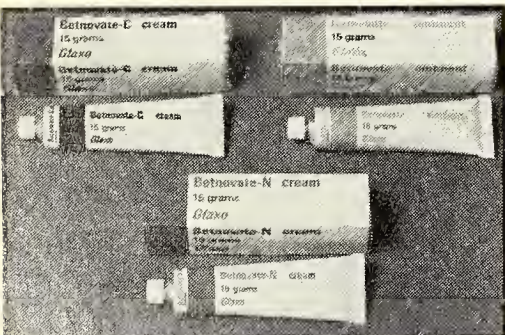
J. J. Silber Ltd, 11 Northburgh Street, London EC 1, announce that Perutz, who for some time have been working on colour negative film, have now decided to introduce a colour negative film to be known as Perucolor to the market early in 1971. The film will be a double masked colour negative rated at 80 ASA. The following sizes will be available, with recommended retail selling prices:—126-20 cartridge (12s 3d), 126-12 cartridge (10s 2d), 135-20 35-mm film (11s 3d).

Prothiaden capsules code

The code marking on the Prothiaden hard gelatin capsules has been changed from 25 25 to Crookes 25. There is no change in the colours of the capsules. The Crookes Laboratories Ltd, Telford Road, Houndmills Estate, Basingstoke, Hampshire, point out that present stocks of capsules with the old code are exhausted but will remain in circulation for some time.

Ceporex diluent

The diluent for Ceporex syrup paediatric by Glaxo Laboratories Ltd, Greenford, Middlesex, is water, not syrup as previously stated.



Glaxo are extending their improved pack design, already used for Ceporex and other new products, to cover the Betnovate range of preparations. Varied colours are used to assist identification. First to appear in the new design style will be Betnovate-C preparations.



THM design consultants have produced this pack for Nicholas Products' Lixia—cold reliever.

Johnson Year Book

Johnsons of Hendon Ltd, Hendon Way, London NW 4, have available their 19th photographic year book and exposure calculator, together with diary and exposure record. Retail price is 7s 3d.

Super 8 duplication

Kodak Ltd have instituted a new Super 8 Kodachrome movie film duplicating service. Recommended retail price for duplicating a 50 ft film is £3 (minimum). Films of more than 50 ft are charged *pro rata* and will automatically be supplied on 200 ft reels in containers charged at current prices.

Films for duplicating must be sent to Kodak Ltd through dealers.

Bonus offers

Earex Ltd, Trulkeith Street, Southport, Lancs. Earex ear drops. 13 invoiced as 12. (Until January 28, 1971.)

Wella (Great Britain) Ltd, Wella Road, Basingstoke Hants. Wella Hair Set Special 14 invoiced as 12. Until December 31.

J. Waterhouse & Co Ltd, 6 Church Street, Ashton-under-Lyne, Lancs, or wholesalers. Jackson's Febrifuge. 39 invoiced as 36; 84 invoiced as 72 (until December 31).

ON TV NEXT WEEK

Ln = London; M = Midland; Lc = Lancashire; Y = Yorkshire; Sc = Scotland; WW = Wales and West; So = South; NE = North-east; A = Anglia; U = Ulster; We = Westward; B = Border; G = Grampian; E = Eireann; CI = Channel Islands.

Alka-Seltzer: All areas

Anadin: Lc, Y, Sc, WW, NE, U, We, G, CI

Askit powders: Sc

Beecham's powders: All except E

Beecham's tablets: All except E

Beecham's powders + hot lemon: All except E

Buttercup syrup: Lc, Y

Chanel: Ln, So

Coldrex: All except U, E, CI

Hot Lemon Coldrex: All except U, E, CI

Disprin: Lc, Y, Sc, NE, G

Iron Jelloids: NE

Macleans: All except NE, E

Meggezones: NE

Steradent: WW, So, B

Twice as Lasting: NE

PROMOTIONS

Pregnancy diagnosis campaign

Geraldine Cooper, "the girl who has told thousands of mothers-to-be the news they have waited for," is to appear on car cards in London's underground trains, following the decision by London Transport to lift their three-year ban on pregnancy testing advertisements in trains.

Geraldine has worked with Dr Brian Block at Belmont Laboratories for three years, conducting pregnancy tests. "The lifting of the advertising ban is the result of friendly co-operation and compromise on both sides," says Dr Block. "When our advertisements were taken out of the tubes three years ago, London Transport explained that 'certain people had been offended by having to sit opposite advertisements mentioning pregnancy testing'."

The new advertisements minimise offence by dropping all mention of pregnancy in favour of the less explicit copy-line "Mother-to-be? Geraldine will tell you." Advertisements will appear in trains as soon as space becomes available.

Badedas Christmas parcel

Cussons have introduced a new Badedas display parcel to provide point-of-sale impact during the peak Christmas selling period. The show material, in full colour, has been designed to link up with the Christmas advertising campaign which commenced on October 28.

The display parcel contains two showcards, three candle crowners and two pre-moulded units, and is available from representatives or direct. (Cussons Sons & Co Ltd, Kersal Vale, Manchester M7 0GL.)

Promotion breaks records

Beecham's current promotion on Ribena, in which consumers can obtain a specially-designed circus poster, has broken records although the promotion is only six weeks old.

The colourful picture of "Bena's Circus," offered at 4s plus one gold foil cap from either the large or the standard size bottle, is being redcedmed at a five times higher rate than any previous promotion over the past three years.

"November and December is our peak period for Ribena and in view of this, combined with the success of the promotion, the trade should make sure that they have adequate stock levels," says product manager Pat Neate. (Beecham Foods Ltd, Beecham House, Great West Road, Brentford, Middx.)

Consumer offers

□ A 285-cc polythene squeeze bottle of Yardley standard hand cream is offered early in 1971 at a retail price of 8s 10d. Although practically double the size of the normal 150-cc pack, the promotional bottle will sell for just 11d more. Eye catching counter units, with six bottles, are available to retailers to focus attention on the offer. (Yardley of London Ltd, 33 Old Bond Street, London W 1.)

SURE SHIELD



**IODISED
THROAT
LOZENGES**

Still today's
most effective relief
for sore throats



Continually advertised in
'Woman' and 'Woman's Weekly'

In cartons and tins from

Thos. Guest & Co. Ltd.,

the family firm with the personal service,
92 Carruthers Street, Manchester, 4.
Telephone: 061-205 2975.

**Nearly
100 million
parcels
a year
rely
on the
Green Van.
So can
yours.**

B.R.S. PARCELS carry
packages and parcels large and
small from anywhere to
anywhere in Britain. With
reliability, safety and speed. For
any size of company, all sorts of
industries. Like yours for
instance.

A National Parcels Service.
Collection and delivery,
warehousing and
redistribution.



We're as near as your
telephone directory.

BRS PARCELS LTD

Ring your local branch. We'll deliver the goods.

MACDONALD'S

INTRODUCE FOR AN EXPANDING MARKET...

4 New Cotton Wool products

PLEATED COTTON WOOL

A high quality blend of cotton wool and rayon, now made in a handy piece-at-a-time form. Pleated cotton wool makes a valuable – and profitable – addition to the Macdonald range of Household Cotton Wool rolls. Available in a popular 50 grms. and an economy 200 grms. pack.

... and SNODROPS

Made from pure rayon, Snodrops are a top quality improvement on ordinary cotton wool balls, with a steady demand for nursery and cosmetic use. Packed in attractive, hygienic polythene bags of either 50 or 100 balls.



WEEKLY CHANGES AND ADDITIONS

December Quarterly Price List

WALLIS SUPER SACCHARIN

SUPASAC

the slimmer's sweetener
with the **fat 100% profit**
for chemists only!
from your usual wholesaler

prices are given per dozen unless otherwise stated. Bold upright figures (2 9) in the retail columns indicate the price is subject to retail maintenance. Italic figures (2 9) is manufacturers recommended price. Light upright figures (2 9) is a suggested guide. A = Price Reduced. R = Price Reduced. ● = New entry. D = Delete. C = Correction. I = Insert.

	Trade	PT	Retail				Trade	PT	Retail		
			£·p	£·p	s d				£·p	£·p	s d
Aspirin (1053 Rexall)						D					
Aspirin (211 Butler)						D					
Aspirin (532 Goya)	3·18	A	0·54	10	10						
Aspirin (78 A5 & Co)											
Aspirin (clear or set)											
Aspirin blend 1lb	1·25		0·15	3	0						
Aspirin blend 1lb	2·10		0·25	5	0						
Aspirin VK mixture						D					
Aspirin VK elixir						I					
Aspirin (1554 BL)											
Aspirin puffs	0·60										
Aspirin squares											
Aspirin 24 (12)	1·45										
Aspirin squares											
Aspirin 24 (12)	2·00										
Aspirin 24 (12)	2·20										
Aspirin (518 Glaxo)						D					
Aspirin (211 Butler)						D					
Aspirin (128 Biometrica)											
Aspirin D.I.A. 100g	3·25	A	0·53	10	6						
Aspirin (228 Carlton)											
Aspirin 30	0·15ea		0·20	4	0						
Aspirin 100	0·40ea		0·65	10	8						
Aspirin 1000	3·25ea		4·33½	86	8						
Aspirin (211 Butler)						D					
Aspirin (785 Macdonald)											
Aspirin large triangular	1·195										
Aspirin bleached 51 x 36	3·40										
Aspirin close tissue 16oz											
Aspirin close wadding											
Aspirin 16oz	2·05										
Aspirin on wool absorbent											
Aspirin 1oz	0·535		0·06½	1	4						
Aspirin 2oz	0·89		0·11	2	2						
Aspirin 4oz	1·50		0·17½	3	6						
Aspirin 16oz	5·05		0·56	11	2						
Aspirin capital quality 1oz	0·47		0·06	1	2						
Aspirin 2oz	0·74		0·08½	1	8						
Aspirin 4oz	1·215		0·14	2	9						
Aspirin 8oz	2·34		0·27	5	5						
Aspirin 16oz	3·90		0·43	8	7						
Aspirin on wool pleats											
Aspirin 50g	0·525		0·06	1	3						
Aspirin 200g	1·20		0·14	2	10						
Aspirin ze ribbon sterilised											
Aspirin x 6yd	0·66										
Aspirin x 12yd	1·085										
Aspirin x 6yd	0·775										
Aspirin x 12yd	1·295										
Aspirin -sterilised											
Aspirin x 6yd	0·61										
Aspirin x 6yd	0·725										
Aspirin ze swabs											
Aspirin x 3in—8ply 5	0·40										
Aspirin ze tissue BPC 4oz	1·74										
Aspirin 16oz	6·00										
Aspirin boric 1oz	0·87		0·11	2	2						
Aspirin 2oz	1·50		0·18½	3	8						
Aspirin 4oz	2·775		0·31	6	3						
Aspirin 16oz	10·15		1·09	21	9						
Aspirin 1oz	0·825		0·10	2	0						
Aspirin 2oz	1·45		0·17½	3	6						
Aspirin 4oz	2·65		0·29	5	10						
Aspirin 16oz	9·60		1·06	21	3						
Aspirin multiple pk. dressings											
Aspirin No. 1	2·435										
Aspirin No. 2	4·96										
Aspirin n-O-Pine (1037 Reckitt)											
Aspirin standard	0·12ea		0·15	3	0						
Aspirin economy	0·17ea		0·21	4	3						
Aspirin bestrol (295 CM & R)											
Aspirin 100						D					
Aspirin y's (1556 Farillon)											
Aspirin 125ml	0·725	B	0·11	2	3						
Coopers (200 B & P)											
Coopers diabetic products											
Coopers dessert fruit tins 8oz	1·34		0·14	2	10						
Coopers 19oz	2·68		0·28	5	7						
Coopers jellies 7oz	1·63		0·17	3	5						
Coopers marmalades 7oz	1·54		0·16	3	3						
Coopers 15oz	2·49		0·26	5	3						
Coopers preserves 7oz	1·63		0·17	3	5						
Coopers 15oz	2·78		0·29	5	9						
Crookes (324 Crookes)											
Crookes Comfort haemorrhoidal tissues 10	1·44		0·17	3	5						
Cutex (256 CPL)											
Cutex oily polish remover 27 and 76g						D					
Cutex 40 and 82cc						I					
Dextrosol (200 B & P)											
Dextrosol tablets single	3·46		0·06	1	3						
Dextrosol (6doz)											
Dextrosol double	3·16		0·11	2	3						
Dextrosol (3doz)											
Dispello (78 A5 & Co)						D					
Di-Thoxin (506 Gerhardt)											
Di-Thoxin 3-bait	0·08ea		0·12	2	5						
Di-Thoxin 10-bait	0·20ea		0·30	6	0						
Di-Thoxin 50-bait	0·83ea		1·25	25	0						
Di-Thoxin 150-bait	1·26ea		1·90	38	0						
Di-Thoxin 250-bait	1·93ea		2·90	58	0						
Easifix (1160 Solport)											
Easifix finger stalls leather											
Easifix small	0·60		0·07	1	6						
Easifix medium	0·61		0·07	1	6						
Easifix large	0·66		0·08	1	7						
Easifix ex. large	0·70		0·09	1	9						
Easifix ex. ex. large	0·75		0·09	1	10						
Easifix simulated leather											
Easifix small	0·45		0·05	1	1						
Easifix medium	0·47		0·06	1	2						
Easifix large	0·48		0·06	1	3						
Easifix ex. large	0·50		0·06	1	3						
Easifix ex. ex. large	0·51		0·07	1	4						
Efcortelan-N (518 Glaxo)						D					
Efcortelan-N cream						D					
Efcortelan-N ointment											
Eylure (443 Eylure)											
Eylure eyelashes											
Eylure ticklers	3·40	A	0·57½	11	6						
Eylure whispers	3·40	A	0·57½	11	6						
Eylure eye make-up remover											
Eylure pads	1·55	A	0·26	5	3						
Eylure nail polish remover											
Eylure pads	1·405	A	0·24	4	9						
Famel (690 Keldon)											
Famel syrup +DDI small	1·51	B	0·21	4	3						
Famel large	2·305	B	0·32½	6	6						
Famel family	3·99	B	0·56	11	3						
Fiesta (981 Picot)											
Fiesta eau de toilette 42cc	4·68	A	0·80	16	0						
Fiesta 84cc	8·16	A	1·40	28	0						
Fiesta perfume miniature	2·64	A	0·45	9	0						
Fiesta 1oz	4·68	A	0·80	16	0						
Fiesta 2oz	8·16	A	1·40	28	0						
Fiesta 1oz	26·88	A	4·60	92	0						
Gala of London (876 MP)											
Gala of London eye catchers IGL8	4·20	A	0·75	15	0						
Gala of London eyelashes											
Gala of London lower lashes IGL5	4·20	A	0·75	15	0						
Glucagon (413 Lilly)											
Glucagon ampoules 1mg	0·88ea		1·33	26	6						
Glucagon 10mg	4·71ea		7·06	141	3						
Golden Babe (761 Lilia-White)											
Golden Babe Bouncer baby pants	0·89		0·11	2	2						
Golden Babe disposable napkins 10	1·26		0·13½	2	8						
Golden Babe 20	2·41		0·25½	5	1						
Golden Babe 48	5·68		0·59	11	10						
Golden Babe disposable nappy											
Golden Babe liners 50	2·06		0·21	4	2						
Golden Babe Snuggi-pants	1·83		0·21	4	3						

DUAL PRICING

Retail prices in this supplement are quoted in both decimal currency and £sd to help users prepare for D-day, February 15, 1971.

Column 1: Trade price in decimal currency per dozen.

Column 2: Purchase tax rate code. A=55 per cent; B=36½ per cent; C=22 per cent; D=13¾ per cent.

Column 3: Retail price in decimal currency

Column 4: Retail price in £sd

	Trade	PT	Retail			
			£·p	£·p	s d	
Impact (1569 5AC) existing entry						D
Impact (1505 Sadler)						I
Impact hair spray 142g	2·20	A	0·45	8	6	
Impact 454g	3·95	A	0·75	15	0	
Impact (1569 5AC) existing entry						D
Impact (1505 Sadler)						I
Impact hair lustre 142g	2·20	A	0·45	8	6	
Impact 446g	7·90	A	1·50	30	0	
Impel (1569 5AC) existing entry						D
Impel (1505 Sadler)						I
Impel deodorant aerosol 142g	2·20	A	0·45	8	6	
Impora (1569 5AC) existing entry						D
Impora (1505 Sadler)						I
Impora body oil 170g	7·90	A	1·50	30	0	
Impress (1569 5AC) existing entry						D

	Trade	PT	Retail		
			£.p	s	d
Jean Nate (248 COTR)					
bath luxuries	—	B	0.95	19	0
bath bubbles	—	A	0.65	13	0
deodorant aerosol	—	A	0.95	19	0
friction	—	A	1.80	36	0
8oz	—	A	3.50	70	0
16oz	—	A	0.90	18	0
32oz	—	A	1.65	33	0
soap (3)	—	B	0.45	9	0
spray of Nate	—	A	0.45	9	0
talcum	—	A	1.10	22	0
travel kit	—	A	0.17	3	5
Kompo (1329 White)					
liquid	4oz	1.15	B	0.17	3 5
Lilia (761 Lilia-White)					
sanitary belts	6	0.995	D	0.12½	2 6
towels	12	0.785	D	0.08	1 7
	12	1.405	D	0.14	2 10
Lil-lets (761 Lilia-White)					
regular	10	1.21	A	0.12½	2 6
	20	2.145	A	0.22½	4 6
super	10	1.315	A	0.14	2 9
	20	2.39	A	0.25	5 0
super plus	10	1.44	A	0.15	3 0
	20	2.625	A	0.27½	5 6
Lillies of the Valley in Bloom (981 Picot)					
perfume miniature	2.64	A	0.45	9	0
	4oz	4.68	A	0.80	16 0
	8oz	8.16	A	1.40	28 0
	1oz	26.88	A	4.60	92 0
Marina (786 Macdonald)					
holdall	56	2.26	A	0.39	7 9
Maws (810 Maw)					
baby bathcare	1.70	B	0.25	5	0
Minalka (255 Chembro)					
diet supplement	360	21.50	D	1.25	25 0
tablets	(2doz)				
Myelobromol (117 BPL)					
tablets 125mg	50	3.75ea	B	7.00	140 0
Nosmo (78 AS & Co)					
Optone (690 Keldon)					
eye drops	small	1.745	B	0.24½	4 11
Optrex (690 Keldon)					
eye lotion	small	1.51	B	0.21	4 3
	large	2.13	B	0.30	6 0
	family	3.905	B	0.55	11 0
	with bath	1.625	B	0.23	4 7
ointment	1.20	B	0.15	3	0
lens cloth	0.565	B	0.07	1	5
Orderlies (1053 Rexall)					
Pagan (981 Picot)					
eau de toilette	42cc	4.68	A	0.80	16 0
	84cc	8.16	A	1.40	28 0
perfume miniature	2.64	A	0.45	9	0
	4oz	4.68	A	0.80	16 0
	8oz	8.16	A	1.40	28 0
	1oz	26.88	A	4.60	92 0
Panets (690 Keldon)					
tablets	10	0.79	B	0.09	1 9
Penicillin-V-Lilly (413 Lilly)					
suspension paediatric 60ml					
Pentostam (208 BVV) jsl					
100ml	4.70ea		7.05	141	0
Personna (964 Personna)					
blades double edge					
platinum	(5)	2.455	B	0.23	4 7
	(20pkts)				
injector	(5)	2.455	B	0.23	4 7
	(20pkts)				
Pholoz (78 AS & Co)					
Propa PH (1545 Vestric)					
lotion	165ml	3.00	B	0.46	9 3
Reducine (1410 Reducine)					
canine	36g	0.23ea	B	0.43	8 7 1
	42g	—	—	—	—
salve	36g	0.19ea	B	0.35	6 11 1
	42g	—	—	—	—

	Trade	PT	Retail		
			£.p	s	d
Rexsol (1053 Rexall)					
sunburn lotion†	3.00	B	0.47½	9	6
suntan cream	1.68	A	0.29	5	9
lotion	2.76	A	0.47½	9	6
oil	2.76	A	0.47½	9	6
spray	2.76	A	0.47½	9	6
Ricotiv (211 Butler)					
Selto (1125 Selto)					
dental salt	55g	0.95	B	0.14	2 9
	83g	1.30	B	0.19	3 10
Sheridans (1580 Sheridan)					
theatrical cold cream	3.00		0.37½	7	6
Sno Drops (786 Macdonald)					
cotton wool balls	50	0.60		0.07½	1 6
Stag (1053 Rexall)					
shampoo					
spin top deodorant					
Suede (981 Picot)					
eau de toilette	42cc	4.68	A	0.80	16 0
	84cc	8.16	A	1.40	28 0
perfume miniature	2.64	A	0.45	9	0
	4oz	4.68	A	0.80	16 0
	8oz	8.16	A	1.40	28 0
	1oz	26.88	A	4.60	92 0
Syrup Pulmonaria Co (78 AS & Co) †DDI					
dp 500ml	0.53ea				
	2l	1.50ea			
Tabloid (208 BW)					
cyclobarbitone	200mg 100				
hexvertrol (vet.) 1000					
The Blue Train (981 Picot)					
eau de toilette	42cc	4.68	A	0.80	16 0
	84cc	8.16	A	1.40	28 0
perfume miniature	2.64	A	0.45	9	0
	4oz	4.68	A	0.80	16 0
	8oz	8.16	A	1.40	28 0
	1oz	26.88	A	4.60	92 0
Thymo Ephedrine (78 AS & Co) †					
dp 500ml	0.53ea				
	2l	1.75ea			
Travla (761 Lilia-White)					
compressed sanitary					
towels	2.64		0.02½	6	
(1gross)					
Ung. betula and mustard green (211 Butler)					
Uniflu (1367 Unigreg) †					
tablets plus Gregovite	12	0.175ea		0.26	5 3
Visor (78 AS & Co)					
tablets	20	1.20	B	0.19	3 10
	100 & 250				
Waymaster (999 PEC) existing entry					
Waymaster (999 PEC)					
baby weigher	196P/PK/PD	13.55ea	D	22.14	442 10
dietary scales	8ND/DK	1.14ea	D	1.71	34 2
personal scales	218/2/2A/2K	3.20ea	D	5.24	104 10
	618/A/K	2.74ea	D	4.48	89 7
	920/A/K	1.75ea	D	2.87	57 5
	820/A/K	3.60ea	D	5.88	117 8
White's Dr. (761 Lilia-White)					
Koronet briefs	2.64	D	0.32½	6	6
pads	1.04	D	0.11	2	2
sanitary belts	0.995	D	0.12½	2	6
towels	0	1.38	D	0.14	2 10
	1	1.45	D	0.15	3 0
	2	1.65	D	0.17½	3 6
	3	1.76	D	0.18½	3 8
	EI	0.765	D	0.08	1 7

AMENDMENTS AND ADDITIONS TO KEY TO SUPPLIERS

1314 Weddel=Weddel Pharmaceuticals, 14 West
Smithfield, London, EC1A 9HY. 01-248 6411.
1505 Sadler=Sadler Cosmetics Ltd., Water Lane
Industrial Estate, Storrington nr. Pulborough, Sussex.
Storrington 3377.

THIS WEEK'S CHANGES

Alberto-Culver (1437 ACC)					
Get Set hair spray	303g	2.64	A	0.43	8 7 A
Anadin (655 ICC) Lancs area only					
cold treatment	(5)	1.34	B	0.19½	3 11 •
Aspro (893 Nicholas)					
tablets soluble	8	0.485	B	0.06½	1 3 •
Ballet (702 KC)					
25 case rate minimum order direct					
toilet tissue twin roll	1.48		0.06	1	3
	(2 doz)				
Carbonet (1155 S & N)					
non-adherent dressings					
3½ × 3½ × 10 CT4	1.86		0.22	4	5
30 CT3	3.215		0.38	7	7
7½ in × 4 yd strip					
CT2	5.78		0.68½	13	8
Carnation (339 CG)					
callous caps	0.854	B	0.13½	2	8
corn caps	1.85	B	0.11½	2	4
	(2½ doz)				
corn paint	0.962	B	0.15	3	0
foot powder	1.125	B	0.17½	3	6
Chiefs (702 KC)					
25 case rate minimum order direct					
handkerchiefs 3-ply	1.26	D	0.03	7	

Coltapaste (1155 S & N)					
zinc & coal tar bandage BPC					
3½ × 6 yd	2206	2.20	0.26	5	2
Compactoid (339 CG)					
first aid outfits	A162	0.225ea	0.34	6	10
	A159	0.875ea	1.31	26	2
	A158	1.45ea	2.18	43	7
	A161, A160, A55	—	—	—	—
Cortacream (1155 S & N)					
bandage					
3½ × 1 yd	03301	5.03	0.59½	11	11
3½ × 2 yd	03300	6.175	0.73	14	7
Delsey (702 KC)					
25 case rate minimum order direct					
facial tissues	150	1.95	D	0.10	2 0
	(2 doz)				
man size	100	2.23	D	0.12	2 5
	(2 doz)				
toilet tissue twin roll		2.25		0.11	2 2
	(2 doz)				
flat pack twin		1.77		0.09	7 9
	(2 doz)				
Dentosine (339 CG)					
100ml	1.60	B	0.25	5	0 A

		Trade	PT	Retail		
		£.p		£.p	s	d
Elastocrepe (1155 S & N)						
cotton crepe bandages BPC						
2½ × 5 yd stretched	3025	1.775		0.21	4	2
3 × 5 yd	3003	2.115		0.25	5	0
4 × 5 yd	3004	2.79		0.33	6	7
Elastoplast (1155 S & N)						
airstrip	7922	2.01		0.24	4	9
unitpacks						
100—1½ × 7½	7950	5.425		0.64	12	10
100—2½ × 7½	7951	7.23		0.85½	17	1
50—1½ × 1½	7952	3.89		0.46	9	2
50—2½ × 1½	7953	5.61		0.66	13	3
50—3 × 2	7955	4.31		0.51	10	2
50—2 × 3	7956	8.655		1.02½	20	6
wound dressing BPC						
W.M.P. 50—3½ × 2½		18.02		2.13	42	7
bandage BPC unstretched						
2in × 3yd	1002	2.54		0.30	6	0
2½in × 3yd	10025	3.13		0.37	7	5
3 in × 3yd	1003	3.72		0.44	8	9
4in × 3yd	1004	4.78		0.56½	11	4
boil dressings	4119	0.55	B	0.08	1	8
dressing strip 3 × 1yd						
	4003	1.905		0.22½	4	6
first aid dressing						
	4122	2.01		0.24	4	9
invisible	8121	1.35		0.16	3	2
ventilated/washable						
	9120	0.85		0.10	2	0
	9121	1.35		0.16	3	2
waterproof						
	7120	0.85		0.10	2	0
	7121	1.35		0.16	3	2
first aid dressings						
individually wrapped						
and sterilised						
1½ × 7½in × 100						
	11200	4.575		0.54	10	10
2½ × 7½in × 100						
	11300	5.84		0.69	13	10
3 × 7½in × 100						
	11400	7.23		0.85½	17	1
1½ × 1½in × 100						
	11500	6.885		0.81	16	3
1½ × 2½in × 100						
	11600	9.69		1.14½	22	11
2 × 3in × 100						
	11700	14.30		1.69	33	10
waterproof						
1½ × 7½in × 100						
	12200	4.575		0.54	10	10
2½ × 7½in × 100						
	12300	5.825		0.69	13	9
3 × 7½in × 100						
	12400	7.23		0.85½	17	1
1½ × 1½in × 100						
	12500	6.885		0.81	16	3
1½ × 2½in × 100						
	12600	9.69		1.14½	22	11
2 × 3in × 100						
	12700	14.30		1.69	33	10
airstrip						
1½ × 7½in × 100						
	14200	6.885		0.81	16	3
2½ × 7½in × 100						
	14300	8.655		1.02½	20	6
3 × 7½in × 100						
	14400	10.915		1.29	25	10
1½ × 1½in × 100						
	14500	10.145		1.20	24	0
1½ × 2½in × 100						
	14600	14.76		1.74½	34	11
2 × 3in × 100						
	14700	21.56		2.55	51	0
first aid strip	7165	0.28		0.03½		8
plaster BPC						
1in × 1yd	1111	0.72		0.08½	1	8
2in × 1yd	1212	1.10		0.13	2	7
1in × 3yd	1001	1.48		0.17½	3	6
plastic strapping						
waterproof						
1in × 1yd	7011	0.59		0.07	1	5
1in × 3yd	7001	1.02		0.12	2	5
2in × 3yd	7002	1.465		0.17	3	5
wound dressing						
standard BPC						
2 × 3in × 3	4713	0.425		0.05	1	0
Elastoweb (1155 S & N)						
stretched 3 × 6/7yd		8.12		0.96	19	2
Elnahar (1457 E)						
antiphones (6 pair)		0.16ea		0.24	4	9
Eupinal (339 CG)						
100-ml		1.79	B	0.28	5	7
200ml		3.20	B	0.50	10	0
2l		2.00ea		—	—	—
1l		—		—	—	—
Eversharp (366 RD & A)						
Eversharp (1377 R & A)						
Findlays (1283 Violiv)						
solvent		1.06	B	0.15	3	0
Gynopax (339 CG)						
tablets	25	1.10	B	0.17½	3	6
Gypsona (1155 S & N)						
plaster of paris bandage						
2in × 3yd	5002	0.845		0.10	2	0
3in × 3yd	5003	1.10		0.13	2	7
4in × 3yd	5004	1.355		0.16	3	2
6in × 3yd	5006	1.69		0.20	4	0

NEW from Co-Caps

IMIPRAMINE
CO-CAP 25

Imipramine

capsule contains 25 mg Imipramine BP 42/- per 250 (Basic NHS) **10% Discount** when ordered direct from CO-CAPS 361 Lillie Road London SW6 Telephone 01-370 4664 (reverse charge)

	Trade £·p	PT	Retail			
			£·p	s	d	
(754 Leslie)						
first aid dressing	0·32		0·45	8	11	A
1½×¾in	(1gross)					
2½×¾in	0·47		0·66	13	3	
(1gross)						
3×¾in	0·57		0·80	16	1	
(1gross)						
ted pieces	0·47		0·66	13	3	
(1gross)						
6in×2½in	0·50		0·03		7	
(2doz)						
1½in×1yd	1·17		0·14	2	9	
2½in	1·57		0·18	3	8	
3in	1·82		0·21	4	3	
containing						
orted sizes						
medium	0·60		0·07	1	5	
large	1·20		0·14	2	10	
paste (1155 S & N)						A
aste & ichtham-						
bandage BPC						
6yd	2·20		0·26	5	2	
(1155 S & N)						A
in gauze dressing BPC						
¾×¾ interleaved						
J1	3·09		0·36½	7	4	
¾×¾ strip	J2		0·54	10	10	
¾×¾	J4		2·92	0·34½	6 11	
¾×¾	J6		1·69	0·20	4 0	
x (702 KC)						A
rate minimum order direct						
en towels	1·77	D	0·10	2	0	
(2doz)						
pack	2·61	D	0·19	3	9	
(1½doz)						
etty patterns	2·61	D	0·19	3	9	
(1½doz)						
ers	2·65	D	0·10	2	0	
(4doz)						
s Silk Soft						
tique	2·21	D	0·12	2	5	
(2doz)						
dy	72	D	0·06	1	2	
(6doz)						
150	3·65	D	0·10½	2	1	
(4doz)						
lar	100	D	0·10½	2	1	
(4doz)						
150	2·21	D	0·12	2	5	
(2doz)						
ket pack	1·84	D	0·02		5	
(1gross)						
men	100	D	0·14	2	10	
(702 KC)						A
se rate minimum order direct						
ary towels	10		2·07	0·11	2 3	
(2doz)						
1	5		3·45	0·07	1 5	
(6doz)						
12	5·15		0·14	2	10	
(4doz)						
2	12		2·95	0·16	2 2	
(2doz)						
Freedom						
ties	12	D	2·95	0·41	8 2	
els			2·57	0·14	2 10	
its (1552 UL)						
its lemon & lime	1·99		0·22	4	5	●
ecake plain	2·25		0·25	5	0	
colate	2·165	C	0·28	5	7	
esa (221 Camden)						D
ositories 50						
Webster's (904 NW)						●
plexion milk		A	0·87½	17	6	
latory aerosol		A	1·05	21	0	
pack		A	0·80	16	0	
o-lash		A	0·42½	8	6	
o-nail		A	0·42½	8	6	
cream		A	0·87½	17	6	
ge skin food		A	0·87½	17	6	
r cleansing cream		A	0·70	14	0	
(325 C-A)						A
c tablets	48		7·20	0·90	18 0	
	96		11·935	1·49	29 10	
	288		30·00	3·75	75 0	
(1073 Robinson)						
ment	3·416		0·40	8	0	A
large	3·634		0·42½	8	6	

	Trade £·p	PT	Retail			
			£·p	s	d	
nappy liners	25		1·067	0·13½	2 8	I
nappy rolls disposable	10		1·166	0·12½	2 6	A
pads	30		1·125	0·12	2 5	
			3·15	0·34	6 9	
			1·20	0·13	2 7	
pleats						
Primolut depot (1479 5CL)						D
ampoules 125 mg						
Sanibriefs (339 CG)						A
small, med or large	3·225	D	0·41½	8	4	
outside	3·97	D	0·51½	10	3	
Sanipants (339 CG)						A
small, med or large	3·325	D	0·43	8	7	
outside	4·375	D	0·52½	10	6	
Sanoid (339 CG)						A
baby cream						
powder	114g		1·279	0·20	4 0	
	270g		0·91	0·14	2 10	
			1·60	0·25	5 0	
			1·00	0·12½	2 6	
dusting powder		A	0·891	0·15½	3 1	
first aid outfits	A45		0·416ea	0·63	12 7	
sports	A103		3·625ea	5·44	108 10	
refill	A103R		2·70ea	4·05	81 0	
sports	A85M		4·00ea	6·00	120 0	
works I-10						
refill	A135W		3·10ea			
works I-50	A135R		1·275ea			
refill	A136W		4·375ea			
works over 50	A136R		2·45ea			
refill	A137W		6·125ea			
transport	A137R		4·35ea			
refill	A151M		2·70ea			
refill	A151R		1·75ea			
office, shops and						
railway premises						
refill	A12		0·75ea	1·13	22 6	
refill	A12R		0·675ea			
refill	A13		1·35ea	2·03	40 7	
refill	A13R		1·237ea			
refill	A14		3·175ea	4·76	95 3	
refill	A14R		1·375ea			
refill	A15		3·437ea	5·15	103 0	
refill	A15R		2·237ea			
refill	A16		4·40ea	6·60	132 0	
refill	A16R		2·237ea			
refill	A17		6·25	9·38	187 6	
refill	A17R		3·650ea			
farms outfit A	A20		0·787ea	1·18	23 7	
refill	A20R		0·625ea	0·96	19 2	
outfit B	A21		1·175ea	1·76	35 3	
refill	A21R		1·05ea	1·58	31 6	

PURCHASE TAX
A = 55% C = 22%
B = 36½% D = 13½%

ileo-colostomy bags						
sealed one end						
12×5	0·408					
18×5	0·437					
12×4	0·383					
18×4	0·408					
sealed both ends						
12×5	0·437					
12×4	0·408					
18×5	0·462					
18×4	0·437					
sponge bag	0·758		0·11½	2	3	
Sleek (1155 S & N)						A
plastic strapping						
1×2½yd	5K12X		0·76	0·09	1 10	
1×5yd	SK15		1·285	0·15½	3 1	
2×5yd	SK25		2·115	0·25	5 0	
3×5yd	SK35		2·79	0·34	6 9	
Spillers (1172 Spillers)						
Kattomeat	handy	2·17	C	0·06½	1 4	R
(4doz)				(4doz)		
Kenomeat	handy	2·17	C	0·06½	1 4	
(4doz)				(4doz)		
large		2·07	C	0·12½	2 6	
(2doz)				(2doz)		
Terramycin (969 Pfizer)						D
vaginal tablets						
Tetracycline-SF (969 Pfizer)						D
capsules 16						
Thermoid (339 CG)						A
cream	42g	1·20	B	0·19	3 9	
Trimetts (1552 UL)						
beefburger savouries	2·25		0·25	5	0	
crunch cakes	1·275		0·14	2	10	
turkey sandwich	1·99		0·22	4	5	

	Trade	PT	Retail			
	£·p		£·p	s	d	
Trufood (1249 Trufood)						
comminuted chicken						
meat 110g	3·40		0·20	4	0	●
Viscopaste (1155 S & N)						A
bandage BPC						
3½ × 6yd	2·20		0·26	5	2	
P.B.7 3½ × 6yd	2·20		0·26	5	2	
Zincoplast (754 Leslie)						A
waterproof strapping						
1in × 3yd	0·87		0·10	2	0	
2in × 3yd	1·53		0·18	3	7	
3in × 3yd	2·14		0·25	5	0	
½in × 5yd	0·80		0·09	1	10	
1in × 5yd	1·25		0·15	2	11	
2in × 5yd	2·10		0·25	4	11	
3in × 5yd	2·80		0·33	6	6	
zinc oxide plaster						
½in × 1yd	0·35		0·04		10	
1in × 1yd	0·49		0·06		1 2	
½in × ¾yd	0·80		0·09		1 10	
1in × ¾yd	1·12		0·13		2 7	
Zoff (1155 S & N)						A
plaster remover 908	0·76		0·09		1 10	
909	4·31		0·51		10 2	
Zopla (754 Leslie)						A
elastic adhesive bandage						
½in × 3yd	1·04		0·12	2	5	
1in × 3yd	1·44		0·17	3	4	
1½in × 3yd	1·90		0·22	4	5	
2in × 3yd	2·43		0·28	5	8	
2½in × 3yd	2·96		0·35	6	11	
3in × 3yd	3·50		0·41	8	2	
4in × 3yd	4·50		0·53	10	6	
elastic extension						
strapping						
½in × 1yd	0·43		0·05		1 0	
1in × 1yd	0·67		0·08		1 7	
2in × 1yd	1·03		0·12		2 5	
2½in × 1yd	1·18		0·14		2 9	
3in × 1yd	1·37		0·16		3 3	
½in × 3yd	1·04		0·12		2 5	
1in × 3yd	1·44		0·17		3 4	
1½in × 3yd	1·90		0·22		4 5	
2in × 3yd	2·43		0·28		5 8	
2½in × 3yd	2·96		0·35		6 11	
3in × 3yd	3·50		0·41		8 2	
4in × 3yd	4·50		0·53		10 6	
felts compressions						
soft very thin ⅜in						D
½yd	—		—	—	—	
thin ⅜ or ½	1·13ea		1·57	31	6	D
½yd	—		—	—	—	
med. ⅜ or ½	1·64ea		2·29	45	10	
½yd	—		—	—	—	D
thick ⅜ or ½	2·20ea		3·08	61	7	D
½yd	—		—	—	—	D
2·75ea	—		3·85	77	0	D
semi-compressed						
very thin ⅜in	—		—	—	—	D
½yd	1·30ea		1·82	36	5	D
thin ⅜ or ½	—		—	—	—	D
½yd	1·90ea		2·66	53	3	D
med. ⅜ or ½	—		—	—	—	D
½yd	2·50ea		3·50	70	0	D
thick ⅜ or ½	—		—	—	—	D
½yd	3·15ea		4·41	88	3	D
compressed						
very thin ⅜in	—		—	—	—	D
½yd	1·44ea		2·01	40	3	D
thin ⅜ or ½	—		—	—	—	D
½yd	2·05ea		2·87	57	5	D
med. ⅜ or ½	—		—	—	—	D
½yd	2·80ea		3·92	78	5	D
thick ⅜ or ½	—		—	—	—	D
½yd	3·40ea		4·76	95	3	D
felts, small pieces soft						
or semi-compressed						
thin small 4in × 3½in	0·90		0·10	2	1	
med. 4in × 3in	0·90		0·10	2	1	
thick 3in × 3in	0·90		0·10	2	1	
thin large 6in × 6in	1·80		0·21	4	2	
med. 6in × 4½in	1·80		0·21	4	2	
thick 4in × 4½in	1·80		0·21	4	2	
med. unspread						
4in × 3in	0·73		0·09	1	9	
felt pads, soft, semi-						
compressed or com-						
pressed						
O.S. oval (2½ × 2½)						
thin ⅜	2·53		3·55	71	0	
(1gross)			(1gross)		(1gross)	

	Trade	PT	Retail		
			£.p	s	d
thick $\frac{5}{16}$	3.19	(lgross)	4.47	89	5
long oval ($3\frac{1}{2} \times 2$)	2.85	(lgross)	4.00	79	11
thin $\frac{5}{16}$	3.69	(lgross)	5.16	103	3
thick $\frac{5}{16}$	2.20	(lgross)	3.08	61	7
extra large oval ($2\frac{3}{4} \times 1\frac{3}{4}$)	2.85	(lgross)	4.00	79	11
thin $\frac{5}{16}$	1.70	(lgross)	2.39	47	9
thick $\frac{5}{16}$	2.20	(lgross)	3.08	61	7
heart shaped ($2 \times 1\frac{1}{8}$)	1.82	(lgross)	2.55	50	11
thin $\frac{5}{16}$	2.31	(lgross)	3.24	64	9
thick $\frac{5}{16}$	1.70	(lgross)	2.39	47	9
large oval ($2\frac{1}{4} \times 1\frac{3}{4}$)	2.20	(lgross)	3.08	61	7
thin $\frac{5}{16}$	2.42	(lgross)	3.79	67	10
thick $\frac{5}{16}$	3.08	(lgross)	4.31	86	3
flesh foamed latex	1.48yd		2.07	41	5
thin 1yd x 18in	1.93yd		2.70	53	11
med. 1yd x 18in	1.23yd		1.72	34	4
plain thin 1yd x 18in	1.65yd		2.31	46	3
med. 1yd x 18in					
fleecy weblight material					
16in wide 1yd	1.00ea		1.40	28	0

	Trade	PT	Retail		
			£.p	s	d
Foam-O-Felt	1.60yd		2.24	44	10
thin $\frac{5}{16}$	1.93yd		2.70	53	11
med. $\frac{5}{16}$	4.00		0.47	9	4
moleskin 7in x 1yd	2.38ea		3.33	66	8
12in x 5yd					
Polyfoam	1.20yd		1.68	33	7
thin $\frac{5}{16}$	1.59yd		2.23	44	6
med. $\frac{5}{16}$	0.86yd		1.20	24	0
plain thin $\frac{5}{16}$	1.31yd		1.84	36	9
med. $\frac{5}{16}$					
Silcofoam	1.10yd		1.54	30	10
thin 1yd x 18in	1.46yd		2.05	41	0
med. 1yd x 18in	1.83yd		2.55	51	1
thick 1yd x 18in					
sponge rubber					
per yard x 18in	1.54ea		2.16	43	2
$\frac{1}{4}$ in thick	2.04ea		2.86	57	2
$\frac{1}{2}$ in thick	2.68ea		3.75	75	1
$\frac{3}{4}$ in thick					
per $\frac{1}{2}$ yd x 18in					
per 1yd x 18in					
per box 3 pieces					
$3\frac{1}{2}$ in x $\frac{3}{4}$ in x 6in	0.30ea		0.42	8	4
unsprayed per box, 3 pieces					
$3\frac{1}{2}$ in x 6in x $\frac{3}{4}$ in	0.26ea		0.36	7	3
spread flexible cloth					
straps 18in long					
stockinettes					
12in wide 1yd	0.80ea		1.12	22	5
Swan foam					
thin 1yd x 18in	1.25yd		1.75	35	0
med. 1yd x 18in	1.67yd		2.35	46	11
plain thin 1yd x 18in	1.07yd		1.50	29	11
med. 1yd x 18in	1.44yd		2.01	40	3
zinc oxide plaster					
5yd x $\frac{1}{4}$ in	0.83		0.10	1	11
$\frac{1}{2}$ in NHS	1.04		0.12	2	5
$\frac{3}{4}$ in NHS	1.39		0.16	3	3
1in NHS	1.54		0.18	3	7
$1\frac{1}{2}$ in	2.05		0.24	4	10

	Trade	PT	Retail		
			£.p	s	d
2in NHS	2.59		0.30	6	0
2 $\frac{1}{2}$ in	2.84		0.33	6	8
3in NHS	3.50		0.41	8	2
4in	4.13		0.48	9	8
10yd x $\frac{1}{4}$ in	1.33		0.15	3	1
$\frac{1}{2}$ in	1.54		0.18	3	7
$\frac{3}{4}$ in	1.90		0.22	4	5
1in	2.42		0.28	5	8
$1\frac{1}{2}$ in	3.15		0.37	7	4
2in	4.10		0.48	9	7
2 $\frac{1}{2}$ in	5.16		0.60	12	1
3in	5.70		0.67	13	4
4in	7.35		0.86	17	2

AMENDMENTS TO KEY TO SUPPLIERS

904 NW=Nurse Webster, 4 Woodchurch Road, London N.W.6. 01-328 4043.

Stop press

Genexol (1045 R)	12	4.625	0.35	7	0
cones		(1 $\frac{1}{2}$ doz)			
Hetrozan (746 Lederle)					
Norinyl-1 (1584 Syntex)					
tablets multi-pack	6 x 21	1.72ea	2.58	51	6
Penicillin-V-Lilly (413 Lilly) T5					
potassium syrup	100ml	0.23ea	0.34	6	9
	60ml				
Polybactrin (218 Calmic) T5					
aerosol pack large	2.25ea	3.37	67	6	
Rendells (1045 R)					
pessaries	6	2.025	0.16	3	3
	12	3.96	0.30	6	0
		(1 $\frac{1}{2}$ doz)			
1098 Sandoz=Sandoz Products Ltd., 41 Upper Grosvenor Street, London W1X 0AL. 01-629 5011.					

Therapeutic—pharmacological index

The following products to be added under the classifications stated

13(e) Anafranil



New-look Cotton Wool packs

HOUSEHOLD COTTON WOOL ROLLS

The same high quality blend of cotton wool and rayon, giving the same honest-to-goodness value to your customers — but now in new eye catching polythene packs and a new range of popular sizes; 100 grms., 200 grms., 400 grms. and the handy 1/- pack.



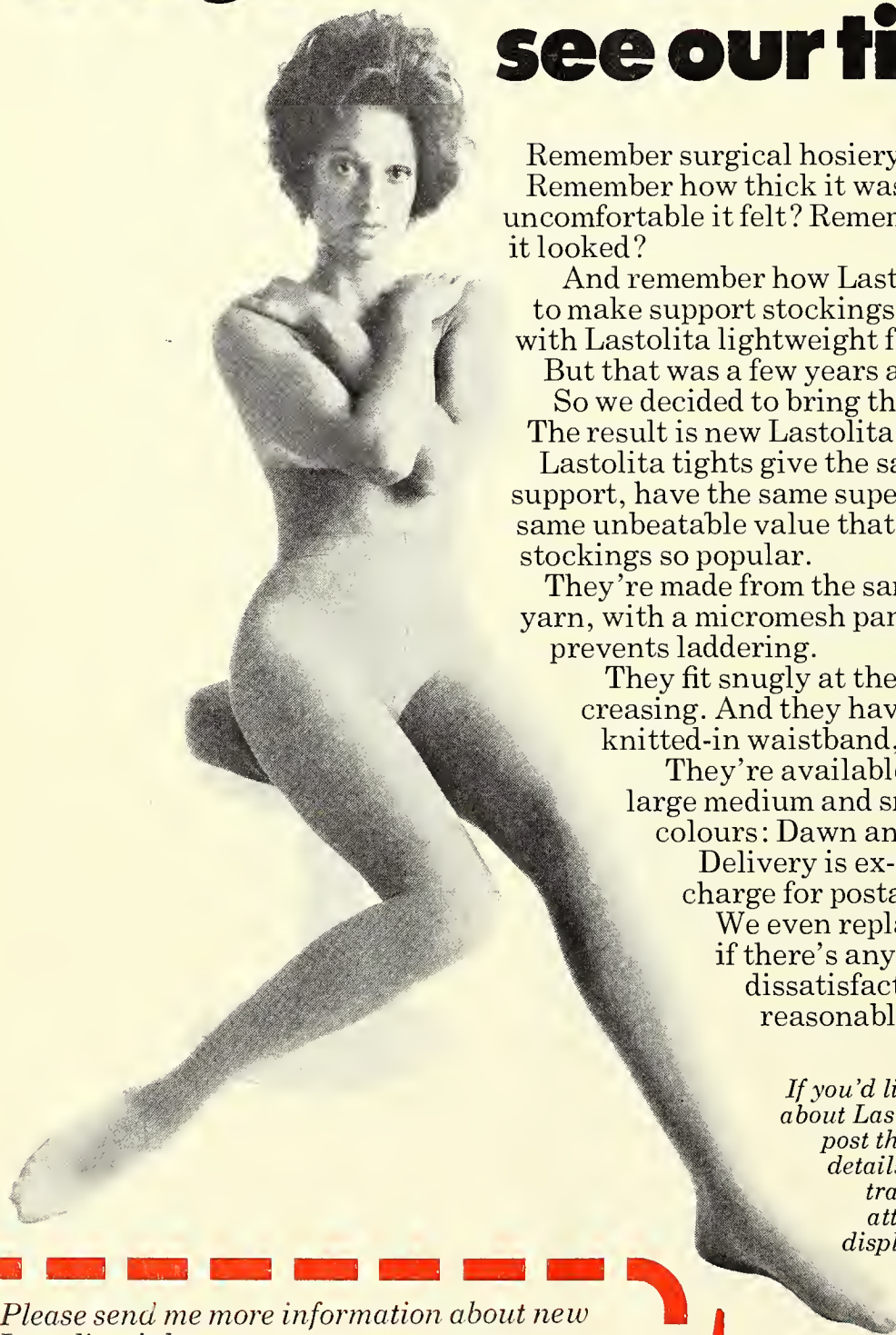
MACDONALD'S NEW DEAL MEANS MORE PROFIT TOO!

All these Macdonald products together with Certor Surgical Dressings, Silcot Santowels and BabyLife Nappi-Pak, may now be grouped in any combination to give top profits on the new Top Terms discount structure. Ask your Macdonald representative for full details, or send for our descriptive brochure showing how this new scheme enables you to adopt a completely flexible ordering policy **and make more profit!**

MACDONALD OF MANCHESTER

Portland Mill, Ashton-under-Lyne, Lancs. Tel: 061-330 4422
London office: 01-743 9818

You know **Lastolita** stockings are good—wait until you see our tights.



Remember surgical hosiery?
Remember how thick it was? Remember how
uncomfortable it felt? Remember how heavy
it looked?

And remember how Lastonet were among the first
to make support stockings fashionable and attractive
with Lastolita lightweight foundation stockings?

But that was a few years and the mini skirt ago.

So we decided to bring things up to date.

The result is new Lastolita tights.

Lastolita tights give the same excellent
support, have the same super looks and offer the
same unbeatable value that has made Lastolita
stockings so popular.

They're made from the same sheer nylon elastic
yarn, with a micromesh pantie that really
prevents laddering.

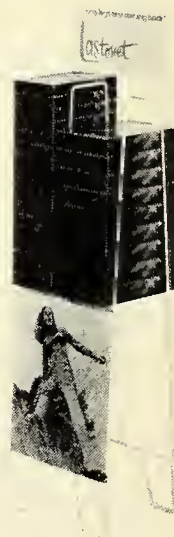
They fit snugly at the knee and ankle without
creasing. And they have a specially
knitted-in waistband, for extra strength.

They're available in three sizes:
large medium and small. And in two popular
colours: Dawn and Dusk.

Delivery is ex-stock, with no
charge for postage.

We even replace them free of charge
if there's any reason for
dissatisfaction. (Within a
reasonable time, of course.)

*If you'd like to know more
about Lastolita tights, just
post the coupon for full
details of our excellent
trade terms and an
attractive Lastolita
display unit that will
bring you extra
profits.*



*Please send me more information about new
Lastolita tights.*

Name

Address

Lastonet Products Ltd., Redruth, Cornwall.

Lastolita tights

Lightweight
Foundation Tights by
LASTONET.

COMMENT COMMENT COMMENT COMMENT COMMENT

A limit to general sale

Sir Derrick Dunlop, chairman of the Medicines Commission, has taken every opportunity in recent months to press home his view that remedies "to relieve constipation, counteract transient aches and pains, ease sore throats, soothe insect bites and so forth" should be included in the general sale list.

It is Sir Derrick's opinion that limiting the sale of "simple remedies" to pharmacies would not significantly increase their safety, and he justifies this view by expressing, often in mocking terms, his doubts as to whether the pharmacy assistant selling phenacetin tablets ever warns a purchaser of the danger of renal papillary necrosis associated with the drug's long-term use. He also doubts (p 757) whether the purchaser of phenylephrine is asked if he is taking a monamine-oxidase inhibitor. Surprise, surprise!

The corollary to Sir Derrick's position is that because every customer is not frightened into the supermarket next door by the dark forebodings of every pharmacy assistant, there can be no advantage in preventing the supermarket from offering the said phenacetin or phenylephrine to all who care to indulge. We doubt whether that is what Sir Derrick has in mind, but it may well be the way in which advocates of a wide general sale list will interpret his utterances—and they will be delighted to quote him.

Yet how many pharmacists are still trying to make out a case for the sale of *all* medicines to be restricted to pharmacies? It would indeed be foolhardy to attempt the impossible, and in no-one's interest. Surely what has to be demanded is that there should be a restriction on the sale of any medicine until proven that it can be used with a liberal amount of indiscretion without the recipient coming to much harm. It is pharmacy's contention that the list of such medicines will not be very large.

We would hope also that there will be strict control on the advertised indications and claims for any medicine on general sale—a more restricted list of indications, perhaps, than when the same medicine is sold in a pharmacy.

In such a way the public could be educated to understand that there are those conditions they may seek to alleviate themselves, and those which need a little more knowledge; that a medicine safe in one set of circumstances, may need more care in another. It would then be not too much to expect that the purchase of a restricted medicine from a pharmacist would cease to be a matter of responding to last night's television commercial. Advice on the purchase will be sought—giving the pharmacist the

opportunity to provide the service Sir Derrick finds lacking.

We hope Sir Derrick will not persist with his campaign against the supposed aspirations of pharmacists. Extra turn-over resulting from even a total restriction of medicine sales would not keep open a failing business, and it would not featherbed the proprietor of a successful one. The profession's case rests entirely on the public interest, and should not be rejected lightly.

Prescription sense

There will be widespread support in pharmaceutical circles for the proposal of Sir Edward Wayne's subcommittee that Form EC10 should be redesigned to indicate to doctors the information they need to write to comply with the requirements of the Poisons Rules (see p 755).

There has been some wild talk recently about refusing to dispense incomplete prescriptions—but this is not in the interests of the patient or of interprofessional relationships. It has to be accepted that the legal niceties are not uppermost in a doctor's mind when he writes a prescription, and a reminder on the form may go a long way towards helping him to satisfy the requirements. He may even include "details" such as dosage on *every* form!

Pharmacists will also welcome the extension of the proposals to include private prescriptions. Headed note-paper is all too easy to "acquire," to print even, and a forged private prescription can be difficult to detect. Standardisation, perhaps combined with a series number or coding, may help to reduce this danger.

Dual-price supplement

Decimal day, February 15, 1971, is a mere eleven weeks away, and most chemists should have already given their staffs the necessary introduction to the coming change-over. For those who are taking preparations a stage further, the *C&D's* Price List Supplement will, from this week, carry retail prices in both decimal currency and £sd, together with decimalised trade prices.

To accommodate the extra column, it has been necessary to reduce the tax rate to a symbol, but all figures will of course be restored in the fully decimalised Quarterly list due out on February 1.

Preparations for the new list are already well advanced, but we would urge those manufacturers and suppliers who have still not decided their decimal terms to act quickly so that prices can be incorporated in the list. Retailers will have enough to cope with on D-Day, without a late rush of new prices.

BOOKS

Odours. R. W. Moncrieff. *William Heinemann Medical Books Ltd*, 23 Bedford Square, London WC1. 8½ x 5½ in. Pp 221 + index. 45s.

Contains 23 chapters. Among the many subjects discussed are aerosols, mercaptans, chlorophyll, odourous flowers

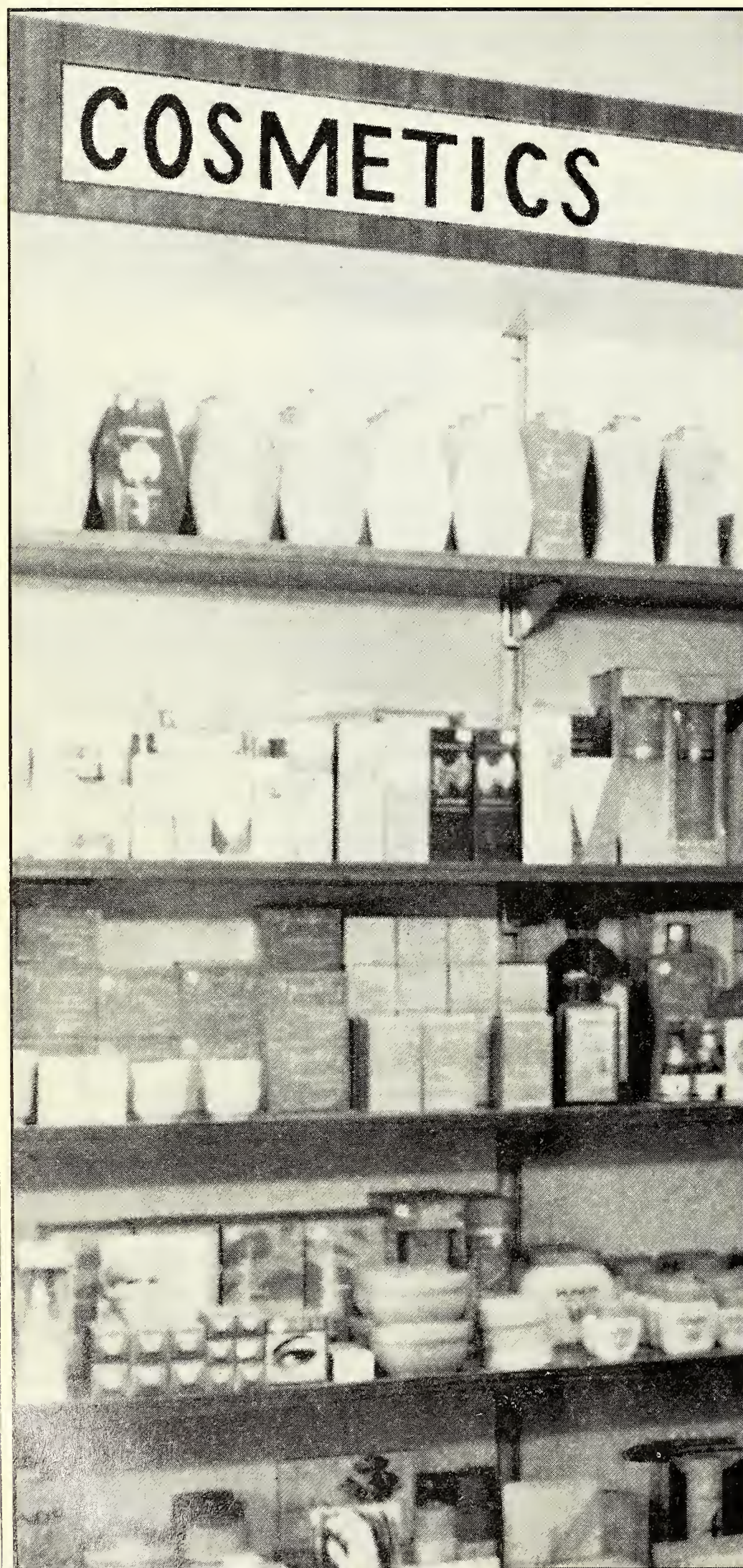
and herbs, the determination of the kind and strength of odours.

The book reviews how direct methods of physical and physiological experiment have yielded much useful information on the secrets of smell.

Decimal bookkeeping. John Lymester, *Ward Lock Ltd*, 116 Baker Street, London W1M 288. 8½ in x 6 in. Pp 63. 14s. A companion book to "Decimalisation for the retailer" (*C&D* April 5, 1969, p 303),

it gives useful information on an aspect of decimal currency that has been overlooked by many, despite publicity given it to date. The new methods for keeping such records as the case book, bought day book, sales ledger — are set out with specimen entries.

D-day is only a few weeks away, and time is running out for those who have not yet decided on the systems they are to adopt.



ABOUT FACE

by J. Barrie Thompson

Some topical impressions, observations and recommendations on the current state of the cosmetic market

In recent months many factors have contributed to a sharp decline in the tone of the cosmetic market as a whole. The factors are mainly financial in origin, but there are others.

Examining these briefly helps to crystallise the situation before an attempt is made to recommend remedial action.

Spending power down

In any condition of national economic depression the consumer is inevitably affected. The housewife with her static housekeeping allowance very soon finds that at the end of the week the small surplus she used to have has dwindled or disappeared due to the higher price she has had to pay for the essentials in her budget. That surplus used to be used for those luxury or personal items, but now she must either go without, buy a smaller size or choose a cheaper brand.

The degree to which this condition affects the sale of cosmetics will vary from area to area and whether the individual housewife considers cosmetics to be essentials or luxuries.

The impressions gained from local interviews is that the more exclusive agency lines and the more exotic fragrance or beauty preparations have suffered more than other sections of the market.

Prices up

Hardly a day goes by without a notification from some source of immediate or imminent price increase — usually accompanied by an apologetic letter from a sales executive — regretting the action, explaining its inevitability, and reassuringly pointing out that "margins have been maintained."

These price changes are effected, but there seems little point in an increased margin on an item of stock that will probably still be on the shelf when the next price rise is announced.

Overheads-up

Without exception the cost of running a business has increased during the past twelve months, each increase breeding another, upwards in a spiralling dizzy vortex of greater amounts of money being used to produce smaller returns.

It would be foolhardy to suggest that one section of the industry is being affected to a greater extent than another,

out, nevertheless, one can get the impression that the increases are not being borne equally.

There is, however, another factor which is having the same effect on each and every section in the traditional chain of distribution of cosmetic products—a factor which is perhaps the most serious threat to the viability of the industry as we know it. I refer, of course, to the . . .

Direct selling organisations

Hackles rise in traditional circles at the mention of Avon—and little wonder when one disbelievingly looks at the gigantic 27 per cent of the market they have carved out for themselves in a relatively short space of time.

Direct selling is a marketing concept which is extremely effective and therefore is expanding and affecting traditional methods across a wide range of consumer products.

The effectiveness is a result of a combination of several elements, the most important of which is probably the environment. In the euphoric atmosphere of one's own fireside the resistance to sales pressure is minimal.

There is also the sociological implication in that the price paid for the merchandise is an insurance contribution against loneliness.

The representatives or party organisers are well trained in the various aspects of psychological salesmanship in which they are assisted by the state of mind of the purchaser who feels an instinctive *obligation* to buy something.

These elements contribute to what is probably the most devastating change in marketing for a century.

While discussing direct selling, the threat of the mail order houses must not be overlooked, as although the volume of cosmetic business through this channel is small at present, any significant move by major national companies to resort to that form of marketing in order to maintain their turnovers could result in catastrophic effects on traditional outlets.

The general public—the consumer—our customers, call them what you will, are going to take a lot of convincing that there is a difference in buying a pot of face cream from a representative or out of a catalogue or from the shop. But convince them we must.

The traditional cosmetic industry, and here I would include everyone from the manufacturer's managing director to the errand boy in the shop, is facing some very formidable odds to which solutions must be found.

Human beings are gregarious by nature, instinctively seeking mutual protection and co-operation in adverse circumstances.

But are we responding to our instincts?

My impressions are that we are doing the opposite—within each section, making selfish decisions and taking antagonistic attitudes and actions.

The manufacturers

It is obvious that the manufacturers were the first to see and feel these threats to their turnover and livelihood, and they have taken independent counter-actions in

an endeavour to alleviate the symptoms.

It was with those actions that the first errors were made—as I hope to be able to demonstrate.

The manufacturer generally embarked upon a programme of vigorous promotions.

Manufacturers' Promotions

The record of one manufacturer in 1968-69 was eight promotions, yet in the same period in 1969-70 the number was 32, which is not typical of the general picture, but indicative.

It would appear that the average increase in promotions was double the number in the previous 12-month period.

With this flood of promotions hitting the market the percentage of success dipped. There are a handful which have been successful beyond the aspirations of the promoters but there have been far too many that have failed abysmally.

Far be it for me to discuss the reasons for success or failure of any promotion, but is it not possible that the consumer hasn't got the money, or if she has, the choice is too confusing?

A problem now is to re-coup the losses of the promotions that failed, a factor which must lead to a further increase in prices eventually, with the effect that has already been discussed.

The retailers are also carrying the physical manifestations of those failures, in the form of an increased contribution to their already overloaded cosmetic stocks with the inevitable reduction in stockturn and ensuing reduced profitability.

Small wonder, then, that the representatives are meeting increased sales resistance to the continuing spate of promotions. The retailer must now of necessity be extremely judicious about his choice of promotions — and only those which he is very confident will add to his profitability is he taking into stock.

By which action fewer promotions are afforded the necessary contribution to their possible success in the form of point-of-sale displays coupled with maximum distribution.

The indications are that even fewer promotions will be accepted during 1971.

Where will the manufacturer place the blame for these failures? Will it be himself, his packaging, his advertising agents, his consumer, his retail outlets?

How will he set about contriving the next promotion?

While the manufacturer has been absorbed with these problems the retailers have not been standing still.

The retailers

During the researches into the background for this article retailers were asked what actions they were taking to remedy the declining sales and reduced profitability; and, not necessarily in the order of importance, the answers were:

☐ To vigorously promote those ranges which were the most successful.

☐ To rationalise the existing stocks either by cutting prices, "sale" techniques or returning unsaleable stocks to the manufacturers for credit.

☐ To examine the relevant factors in the

success of the direct selling organisations in the hope that some common ground could be found on which to compete.

Some had even looked at the possibility of appointing their own door-to-door agents on a commission basis, but had found that the current price structure did not allow sufficient margin for this to be an economical solution. Other retailers had tried unsuccessfully to obtain stocks of Avon for sale to meet a growing demand over the counter.

Another possible method was an increase in the service and facilities offered to potential cosmetic customers in an effort to bridge the gap between the home environment and the shop environment. These took the form of more isolated, richly decorated, more intimate cosmetic areas, with well trained consultants in attendance.

☐ To give more prominence to the budget ranges of cosmetics, which is largely successful but leads to the same number of units leaving the shop but at a lower cash volume — in other words the more expensive ranges are suffering to the advantage of the more economically priced.

☐ To engage in local solo or co-operative advertising campaigns.

☐ To undertake direct mailings to regular customers on a selective basis, which is expensive in terms of labour and materials, but if followed up properly could produce an overall profit.

By and large, however, the retailers were forced to admit that they were fighting a losing battle; particularly if sales were related to the cost of procuring them in an exercise to determine true profitability.

And so the situation, it would appear, is that the manufacturers facing in one direction are failing and the retailers facing in the opposite direction are failing.

Is there not a case, therefore, to be made out for an about face by both parties and an effort made towards real co-operation?

Where we are failing independently, might not we succeed co-operatively?

Can we not learn from the industrial disputes that seem to bedevil our lives, that communications between all parties concerned can only lead to a better understanding of each other's problems and through that understanding a more effective relationship.

I would propose the formation of an alliance—FACE—The First Alliance of Cosmetic Establishments, for the want of a better name, in which every interested section of the industry and distribution would have a voice. The terms of reference would be to review the entire structure and include such items as: Returns and credit policies, the effectiveness of agency agreements in distribution, methods of improving consumer relations, the possibility of united advertising as demonstrated by the brewers, The Milk Marketing Board, etc.

With a view to making recommendations on the most effective methods of presenting a united front to solve the immense problems facing us all.

I feel that it would be a step in the right direction.

Are you a small or medium sized Pharmaceutical Company facing difficulties due to the MEDICINES ACT?

Many companies in the ethical or home remedy field, with a turnover of £200,000 or less, are, we feel sure, going to find it difficult to live up to all that is required by the new regulations.

The Medicines Act

Licensing of premises and products should be with us early in 1971. Laboratory control on quality will be a costly item—your premises will have to be even better than they are now—all these costs will cut still further into your margin of profit.

What do we offer?

We do *not* offer takeover or amalgamation in any way. To those at present running every aspect of their business in the face of spiralling costs and the imminent application of the Medicines Act, we offer a simple and profitable alternative.

We offer the long and successful experience of management of a medium-sized company to the smaller man who wishes to control his own affairs and make a good profit, in the days ahead that are otherwise going to be particularly difficult for him, by contracting with us to manufacture and pack your product on an agreed basis.

Keep your Business Identity

We all want to remain in business—and why shouldn't we? We expect anybody taking up our offer to play his full part in marketing his products, but we are willing to help.

What is the catch?

There is no catch—we have a costly set-up with Laboratory control and development—first class premises, well run and maintained, so that we also have our cost problems. We invite people with products having a turnover of not less than £25,000 per annum to join in on a co-operative basis on marginal costings—you save your costs and we can save some of ours.

If you are interested, please write personally to:—

Mr. A. Rodell,
International Laboratories Ltd.,
Lincoln Way, Windmill Road,
Sunbury-on-Thames, Middlesex.

or Phone Sunbury-on-Thames 87411 (9 lines)

A most
effective mixture
for the symptoms of
'flu
colds
catarrh and
bronchitis

JACKSON'S FEBRIFUGE

Now re-packaged and
carrying a bonus of
13 to the doz on 3 doz.
14 to the doz on 6 doz.

*The bonus is available from your Wholesaler too,
until 31st December*

NEW PRICE LIST (Cancels previous Lists)

Size		Dozen		P. Tax	
s.	d.	s.	d.	s.	d.
2	10	19	6	7	1
6	0	41	0	15	1
8	9	63	0	23	1

and JACKSON'S DRAWING OINTMENT

1	10	12	0	4	5
2	10	19	6	7	1

Discount Terms: $1\frac{1}{4}\%$ for cash in 7 days from date of invoice. Orders value £5 nett, or over, extra $2\frac{1}{2}\%$. Wholesale orders value £10 nett, or over 15% discount.

Order from your Wholesaler or from:
J. Waterhouse & Company Limited
6 Church Street
Ashton-under-Lyne, Lancs.

LETTERS

Too few words

May I congratulate you on the stand you have taken, with regard to statements of policy, etc., by Council and candidates (Comment, last week). Last year, when the amendment to the by-laws was suggested, I was a candidate, and therefore could not reasonably speak too loudly on the regulation. This year I will not be standing and so claim the right to comment.

□ The new regulations effectively "sterilise" a candidate who is not a member of Council. Sitting Council members will have their speeches reported at length—will candidates who are not already members?

□ You quite rightly say that men—and women—should be judged on their response to situations. It seems unreasonable to me that, again, Councillors may be quoted in reply to challenges, problems, etc., but non-councillor candidates may not.

M. E. James
Canvey Island

The Working Party

Whilst one does not, at this juncture, wish to throw the proverbial spanner into the Working Party discussion, I must take issue with E. C. Tenner for trying to heave in a veritable toolbox and, by imputation, attributing to me things which are just not true (last week, p 739).

The North-east London group have not—repeat not—been voluble in protesting over the constitution of the working party; the letter from Mr Sambridge and myself stated quite categorically that we did *not* propose to criticise the composition, merely the terms of reference, in fact, we stated quite clearly that Mr David was an obvious choice and a representative of the multiples, such as Mr Ross, an essential.

Further, the statement issued by the NE London subcommittee on contract reform after long and careful discussion, went to great pains to avoid the slightest suggestion of criticism of constitution and also restricted it to terms of reference.

In neither document was there even a reference to Mr Idris Hughes and I can assure E. C. Tenner that he is engaging in a great deal of wishful thinking if he seriously suggests that the appointment of either Mr Worby or myself would have caused a split in the so-called "rebels" (and we are not rebels, but members of a constitutionally elected body with the right and duty to offer suggestions).

I can further assure him that we have already acquired a sound realisation of the problems involved in meeting the differing points of view of varying sections of the profession.

As an example, the present NE London proposals first came to life in a car returning from a visit to Mr Idris Hughes, but they were fully talked over in the

contract reform subcommittee, various points of view exchanged and modifications offered and accepted where appropriate until we produced the final document which might prove acceptable to all the branches of our profession. From that point, when approved in full committee, we all went forward, private contractor, multiple representative and employee as a united body.

If the present working party does the same I, for one, will feel that much will have been achieved.

With Bob Worby, I was one of those to whom Mr Tenner also refers in his article—who pleaded from the floor of the Conference for the whole question of remuneration to be referred to arbitration. We felt then (and nothing which has occurred since has given me any reason to change my mind) that perhaps the Minister wanted any award to come from an arbitration court rather than from himself. Nevertheless, I can assure E. C. Tenner that if the present negotiations break down (and here I will stick my neck out and predict that I fear that they will so break down) then—if the Central Committee and its chairman, Mr David, decide to call for support to make a firm stand for arbitration—they will find no more loyal supporters than the so-called "rebels" of North-east London.

We offer no criticism of anyone: the time for recriminations is past (time is not on our side); let us go forward as a united body—thus, and only thus, can we hope to achieve our just reward.

Edwin Evens
London E 13

Profit or service

After receiving the letter in connection with NHS remuneration, I have come to the definite conclusion that it is just hopeless to expect chemists to get a fair deal. Nineteen-sixty-four is a long time ago.

We all know the expenses we incur, phoning the doctors two or three times a day regarding illegible writing, dose, etc. (Do we get paid?) We only hope such an unsatisfactory business deal exists in Shangri-La.

I am running this business at a loss and if it was not for my Boots Pension I would be bankrupt, that is the honest truth.

But I like giving a service to the people—perhaps better than Oxfam, etc.

Will the Government or the Chemist Contractors ever get going?

They must be jelly.

G. H. Wright
York

How to charge

Xrayser is right when he says (November 14 p 689) that pharmacists tend to be modest in their assessment of their value to the community when charging for private dispensing, but how would he set about presenting a bill for the supply of oxygen and equipment?

I have just completed a case where the cylinder and set were delivered, over five miles and out-of-hours, and collected, in shop-hours, within a week. Working on the Drug Tariff payment rates the

total came to £8 2s 6d. No pharmacist dealing with oxygen would say that this is excessive, considering the time and trouble, and the cost of equipment and repairs. Nevertheless, it was with difficulty that I phrased the account, and with some embarrassment that I presented it.

Xrayser's plumber and decorator have no such inhibitions. Neither has his doctor for that matter. But how many pharmacists would have presented my bill with no misgivings at all?

R. G. Hill
Budleigh Salterton

Equipment

Change-computing register

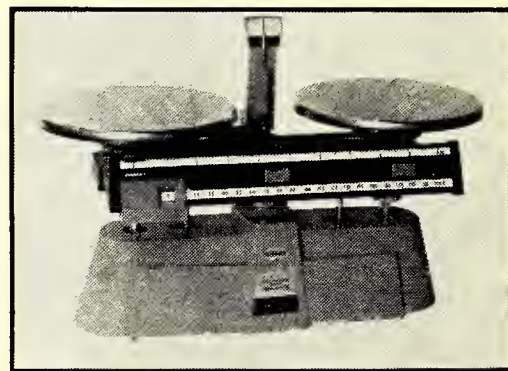
NCR have introduced a new version of the Class 3 Changemaster change-computing sales register, incorporating a fully automated keyboard which gives the total sales automatically after the last item is listed. A twin-action motor bar removes the need for a separate total key.

The change due is also automatically calculated and displayed after the amount tendered is recorded. The register is programmed to complete this operation without the need for a 'change' key. (The National Cash Register Co Ltd, 206 Marylebone Road, London NW 1.)

Damped balance

Magnetic damping is incorporated as standard on five new Ohaus Harvard Trip balances now available from Shandon Scientific Co to facilitate faster and more accurate weighing. The magnetic system is said to be permanent and to operate indefinitely without adjustment, cleaning or maintenance.

All five balances are basically similar with 2kg capacity and 0.1 g sensitivity. All



are fitted with self-aligning agate bearings, self-locking dustproof bearing covers and hardened steel knife edges. Their general construction is extremely robust, designed for trouble-free operation and long-term maintenance of initial high accuracy even under difficult working conditions. Three models are fitted with two parallel beams calibrated 10 g x 0.1 g, 200 g x 10 g with sliding poises. One of the three also has a 160 g tare beam, and one is supplied with a polypropylene scoop in place of the weighing platform without tare beam.

Two models, each fitted with a single beam reading 10 g x 0.1 g, are also available. (Shandon Scientific Company Ltd, 65 Pound Lane, London NW10 2HJ.)



With effect from 1st December 1970 our new address will be:

Sandoz Products Limited
41 Upper Grosvenor Street
London W1X 0AL

Telephone 01-629 5011
Telegrams Sandopharm London W1

Do you have to prosecute?

By Jonathan Stirling

It is not enough for the proprietor of a business to catch a thief. He must also know how to handle the next step in the criminal procedure — prosecution. Are you bound to prosecute? Are you entitled to do a deal with the villain and in return for his giving back the stolen property, agree not to hand him over to the police?

If you do call in the police, in what circumstances will they prosecute? If they decline to do so, what then are your rights? Can the police require the people robbed to sign the charge sheet?

Vital questions, these, and here are the legal answers.

In the old days, if you knew that a "felony" had been committed, you were not permitted to keep that knowledge to yourself. You were not entitled to take the law into your own hands and to decide whether or not the miscreant should be punished. If you decided to let the villain go, you could yourself be convicted of "misprision of felony."

Happily, the ancient distinction between "felonies" and "misdemeanours" has been abolished — and along with it the crime of misprision. Today you are fully entitled to do an honest deal with the crook. In return for your silence and his freedom, you may demand that he hand over every penny — or each item — stolen by him.

No bribery

You must not, of course, impede the police in their work. More important, you are not entitled to exact a fine or a penalty. You may require the thief to return what he has taken — but nothing more. You must not, in effect, accept a bribe in exchange for the kindly softening of your heart.

So a thief is caught. You decide that he ought to pay for his crime. You hand him over to the police. If they prosecute, then well and good — the matter is out of your hands. But what if they decline to do so?

The police will prosecute if and only if they see fit to do so. You cannot force them to put a villain into the dock, even if you are satisfied that there would be a water-tight case against him. In some areas, the local force leaves the prosecution of certain types of offenders (petty pilferers or shop-lifters, for example) to the individuals or companies robbed. "To charge or not to charge?" is a question which the police are entitled to decide for themselves.

Of course, if you do not like their decision there is nothing to prevent you calling in to see the superintendent at the local station. You may even take the matter higher and — either personally or through the Local Member of Parliament — contact the Home Secretary and complain. But tactically, that is not a parti-

cularly brilliant move. The time may come when you need the local police. Forfeit their goodwill by making their lives a misery and you can hardly expect them to react with friendly smiles.

If the police decline to prosecute, then you are free to do so. You may launch what amounts to a private prosecution. The police will doubtless co-operate to the full. But if the prosecution was properly brought the costs should be paid out of the public purse. But the risks involved are your own.

"Risks?" Indeed. There is always a danger in bringing a prosecution. If the person is acquitted and can show that it was brought out of "malice," then he will be entitled to damages against the prosecutor. "Malicious prosecution" is a civil offence, designed to protect the citizen and to make the prosecutor take care before he jeopardises the freedom of an alleged crook, by putting him into the dock.

In law, "malice" has a special meaning. It simply implies some unlawful motive. If you prosecute because you consider that justice requires that a man be brought into court, then fair enough. But if the object of the exercise is to harm the accused, rather than to protect your clients or their property, then you have acted wrongfully.

Naturally, the police recognise the problems of unsuccessful prosecutions. So should you. Remember, too, that whereas a civil action may be withdrawn at any time on payment of the costs of the other side, you may only withdraw a prosecution with the leave of the court — and that will only be given for very good reasons indeed. Once the wheels of the criminal law start rolling, only the court may apply the brake.

Those, then, are the rules. Follow them and all should be well. But you ignore them at your own peril.

DECIMAL POINTERS

Posters for cash handlers

The Rovipress decimal poster, 20 x 12 in printed on card in black and red, has been produced as a quick reference guide for anyone handling cash, typing estimates or writing cheques, etc. Single posters are 7s 6d, the price reducing for quantity. (Rovipress Ltd, 8 Parkway, London NW1.)

Free display units

Colourful free-standing display units which set out the basic information about decimal currency which the general public will need for D-Day are now available from the Decimal Currency Board, 27 Northumberland Avenue, London WC2N 5AJ. The units will be loaned on request

and installed free of charge at any exhibition, conference or meeting where large numbers of the public are expected to attend.

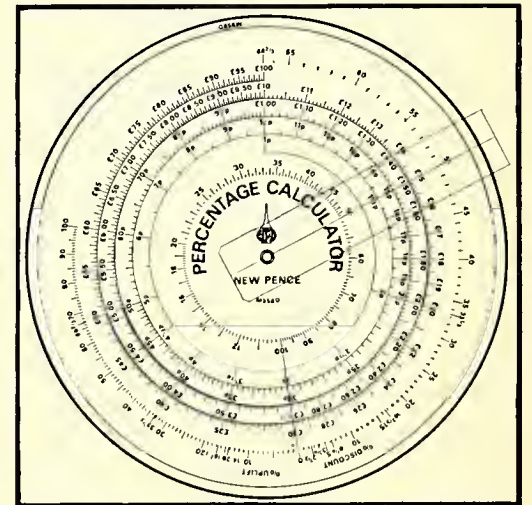
The display consists of six 40in square panels supported and linked together on a series of free-standing poles; overall it measures approximately 24ft but it can be used in a variety of layouts depending on space available. The Board will also be responsible for the removal of the displays.

For smaller events, the display is obtainable in poster form price £2 a set from the Board.

NPU percentage calculator

The latest business aid for members of the National Pharmaceutical Union is a "percentage calculator" scaled in decimal currency.

The calculator comprises two printed plastic discs and a cursor. It can give "discount or uplift," "profit on cost or return," and may be used for multiplica-



tion of £p amounts. A method for calculating unit costs from case prices is also described.

The calculator is available to NPU members during December at a special introductory price of 17s 6d post free. Thereafter the price will be 18s 5d (92p) to members and £1 to non-members. (NPU Group, 321 Chase Road, London N14 6JN.)

'Stock up on coppers'

Retailers who change to decimal working on or within a few days after D-day should stock up their tills with more small change than usual for the first few days, but demand will quickly fall off and should be back to normal within a week of D-day. This is one of the main points in a special issue of the Decimal Currency Board's *Newsletter* advising retailers how to assess their initial requirements of the new decimal "coppers."

The article points out that shoppers will not have decimal "coppers" available for their first decimal transactions, but will use their existing money and receive the new coins in change. Since four out of five retailers plan to go decimal within a week of D-day, the new coins should rapidly come into wide circulation.

The *Newsletter* gives five different methods of calculating how much coin will be needed for different trading situations and advice on the best method to use is given for nine types of retailer.

André Philippe



ANDRÉ PHILIPPE LTD., 71-71B GOWAN AVENUE, FULHAM, LONDON SW6

Tel: 736 2194/2397

FROMENT

STABILISED PURE WHEAT GERM

A NOURISHING AND HEALTH-GIVING
FOOD FOR ALL THE FAMILY
Well advertised. Finest Value.

Packed in 3 sizes—Don't be without FROMENT
when your customers ask, for wheat germ

SOLE MANUFACTURERS: JOHN H. HERON LTD., HOOK ROAD MILLS, GOOLE. TEL 2153/4



TEEDA HAIR STRAIGHTENER



from this...to this

in **30** minutes



ORDER FROM
YOUR REGULAR
WHOLESALE
OR DIRECT FROM
TEEDA LTD.,
(Dept. J11),
63 5th Molton St.
London, W1Y 1HH
Tel:
01-499 7282/3

FULLY-FASHIONED BABY PANTS

Packed in eye-catching cellophane-pack or colourful display-box. Elastic or taped legs. White, pink, blue, yellow. Small, medium, large, extra-large. Sample and price-list. QUANTITY QUOTATIONS. (Mfr'd. by)

A. & H. HEYMAN • HORNDAL AVENUE
AYCLIFFE INDUSTRIAL ESTATE, Co. DURHAM

Tel:
Aycliffe
3307



Sold for
over
150 years

Very Pure

The famous Calabrian (Italian) brand Licorice

NEW FORMULA NEW PACK

sister lauras soothing powders

for the relief of pain and
feverish conditions associated with
TEETHING TOOTHACHE, EARACHE,
COLDS, CHILLS and INFLUENZA

The active ingredients in each powder
of the new formula are:—Paracetamol
B.P. 100 mg.; Mag. Oxid. Pond B.P. 30
mg.; Glycyrrh. Pulv. B.P. 15 mg.; Bone
Calcium Phosphate 75 mg.

Always in demand — now right up to date with

- better design (modern, informative pack).
- revised formula (incorporating paracetamol).
- improved packaging (6 powders per pack).
- sold ONLY through chemists.

From all wholesale chemists. Full details from

Sister Lauras Infant & Invalid Food Co. Ltd.,

Bishopbriggs, Glasgow.

Distributing agents for the Republic of Ireland.

May Roberts (Ireland) Ltd.

SUNARAMA ONE-SIZE TIGHTS

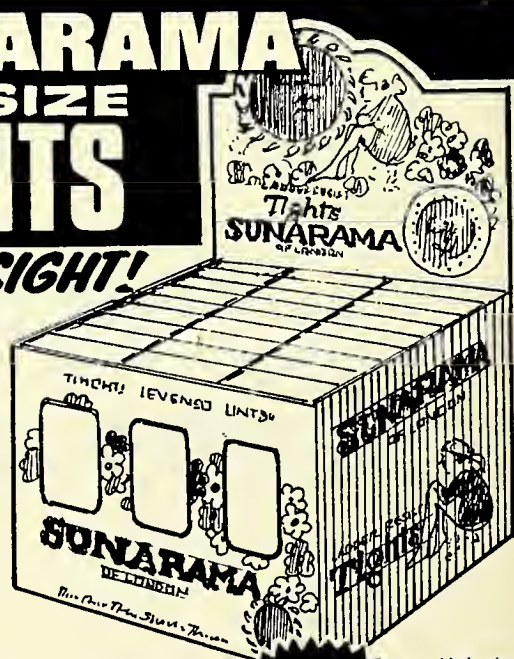
SELL ON SIGHT!

Especially from
our FREE
SELF SERVICE
UNIT!

A proven
winner in
literally
hundreds of
chemists in the
U.K.—Contains
3 dozen in
light, medium,
dark or
colours.

Superb quality Micromesh to
Retail 6/- or Ladder Resist to
Retail 7/9.

It's so easy—"ONE SIZE"
(fit all up to 42" hip)



**OVER
50%
PROFIT**

Unit size
only
9½" x 11½"

NO RISK MONEY BACK TRIAL SCHEME

Please send for details or ask our representative to call.

SUNARAMA LIMITED. (Dept CD31)

72-74, Eversholt Street, London, N.W.1.

Telephone 01-387 9838

COMPANY PROFILE

Janssen Pharmaceutica nv

Belgian company reaps rewards from concentrated research

Because of the high cost of developing new drugs today, innovation has become largely the prerogative of the giant pharmaceutical companies — companies that have grown out of some section of the chemical industry or, in the case of some older companies, from a successful retail pharmacy business.

Asked to name half-a-dozen or so of the successful innovators today it is more than likely that the companies would have one or other of those backgrounds and, further, that they would be doing their research in either the UK, US, Germany or Switzerland.

Few people (not even pharmacists) would associate Belgium with such developments, yet there is at least one company which since it began to do research only 17 years ago has an impressive record of successful innovation.

The company is Janssen Pharmaceutica nv, the fruits of whose research netted a world-wide turnover of \$122 m last year and was expected to top \$160 m this year; after their first year the total was \$1 m.

The company was founded as a manufacturing house 35 years ago by a medical practitioner, Dr C. Janssen, who died earlier this year. It was his son Paul, however, who was to bring the research effort into the family concern when he joined it at the age of 27 in 1953. Paul had graduated MD from the State university of Ghent in 1951 and afterwards served as a military physician in the Belgian army for 18 months. Stationed in Germany he used the library and research facilities of the pharmacology department at Cologne University and of that time Dr Janssen says "There was plenty of time to think, study and plan for the future." The outcome was that he decided to establish a research department at the factory in Turnhout.

After working alone for a year, Dr Janssen engaged an assistant and subsequently directed a "very small, very young" research staff. "Decisive factors in our favour," he recalls, "included our willingness to work long hours, seven days a week and a blind faith in our ultimate success."

Within four years his research-team had grown to 50 people and in 1957 the laboratories moved to a new site about 5 miles away in Beerse. By that time over 1,000 new compounds had been synthesised and screened and their first important new drug, an anti-cholinergic, was on the market.

The Janssen complex at Beerse now includes 12 buildings and employs 750

people, almost half of them in research.

The workers are equipped with the latest instruments and the laboratories are housed in buildings which are not just functional but pleasant to look at and work in.

A six-mile network of cables links a computer with terminals in the laboratories. The terminals are made in the company's own workshops and many are employed in direct experimental recording. Their use makes data record sheets and punched cards unnecessary. Furthermore, the data may be presented pictorially by the computer as the experiment proceeds.

In broad terms Janssen's research efforts are channelled into departments concerned with psychopharmacology, parasitology, mycology and bacteriology. Besides those programmes much attention is paid to basic research which has been developed progressively into a life science department (Janssen Research Foundation), in which mainly cardiovascular and especially coronary research is performed. The choice for a cardio-

vascular programme has been determined by the lack of knowledge about heart-diseases in general (coronary artery diseases, arteriosclerosis, heart failure, etc.) and by the recent electronic and mechanical developments in that particular field. For this purpose a multidisciplinary approach has been used.

Ample facilities are offered to guest investigators to study problems in their special field of interest. In this connection a series of new experimental programmes has been recently started (contractility in the isolated papillary muscle of the cat, coronary grafts, sinus node implantation as natural pace-maker).

The department of psychopharmacology is mainly concerned with the screening and detailed study of compounds affecting the central nervous system.

Systematic studies on neuroleptics have led to the discovery of the novel chemical series, the butyrophenones of which the world-wide known prototypes are haloperidol, trifluoperidol, droperidol and pipamperone; the new and latest series of the diphenylbutylpiperidines of which pimozide, fluspirilene and penfluridol are found the most promising members. These are long-acting antipsychotics with minimal side effect liability and pimozide will be marketed in the UK at the beginning of January 1971 as Oran.

In the area of morphine-like analgesics, Janssen's investigations have led to compounds such as fentanyl and phenoperidine used in anaesthesia, to piritramide a post-operative analgesic, and bezitramide for the long-term treatment of severe chronic pain.

Thorough investigation of the multiple properties of various series of compounds with potential CNS activity has also led to the discovery of compounds devoid of CNS activity but with other pharmacodynamic effects, for instance the specific anti-diarrhoeal diphenoxylate, the peripheral anticholinergic isopropamide.

Until recently the company, which was acquired by Johnson & Johnson in 1961, has sold its "discoveries" on a royalty basis in most overseas countries. However, the company is now developing its own marketing units, as for instance Janssen Pharmaceuticals in the UK; all new products emanating from research will be marketed by them.

Already a full-scale chemical production plant has been built at Beerse and another building is almost completed for the manufacture of pharmaceutical products. When this is completed the current pharmaceutical production at Turnhout will be transferred.

The same enthusiasm and confidence in the future of medical research which was brought to the company by Dr Janssen 17 years ago is still much in evidence today. In a short while the company's name is expected to be as familiar to the pharmacist as its parent company or the associate, Ortho Pharmaceutical Ltd.



Dr Paul A. J. Janssen

MARKET NEWS

Depressed trading in all sectors

London, November 25: All sectors of the market were depressed during the week. Buyers were not prepared to commit themselves beyond covering their urgent needs and were hoping that the present high rates quoted for some items would eventually drift lower through lack of demand.

Meanwhile in crude drugs most prices were repeated. Exceptions included the shipment rates for Mombasa chillies (up 15s cwt), Cochin ginger (up 20s cwt) and Matto Grosso ipecacuanha (up 1s lb). Offers of Continental valerian root at lower rates have brought down the Indian quotations by 30s-40s cwt according to delivery date. Menthol was firm pending the Brazilian new crop. White squill was dearer and styrax easier.

The only change among essential oils was a fall in lemongrass of between 2s and 3s 6d kg depending on delivery date.

Pharmaceutical chemicals

Adrenalin: (Per g). Synthetic 1-kg lots, 1s 2d; 500 g 1s 4d; acid tartrate, 1 kg 10½d; 500 g 1s per g. **Acetic acid:** (12-ton lots in bulk per ton), BPC glacial £85; 98-100 per cent; £87, 80 per cent grades; technical £68; pure £74.

Alolin: 50-kg lots 144s kg.

Aluminium chloride: Pure 7s 5d per kg in 50-kg kegs.

Benzoic acid: 50-kg kegs, 6s 5d kg; sodium salt 6s 4d.

Bismuth salts: per kg.

Quantity (kg)	under 50		50		250	
	s	d	s	d	s	d
carbonate	154	3	151	0	150	0
salicylate	121	7	118	0	—	—
subgallate	121	7	118	0	—	—
subnitrate	139	7	136	0	135	0

Borax: BP grades, 1,000-kg in paper bags delivered; granular £65, crystals £71; powder £70; extra fine powder £72; anhydrous £75; pentahydrate £65.

Boric acid: BP grade per 1,000-kg; granular £89; crystals £106; powder £97; extra-fine powder £99 in paper bags, carriage paid. Technical is £12 per 1,000 kg less than BP grades.

Cocaine: 35-oz lots hydrochloride 115s per oz; alkaloid 126s oz. Subject to D.D.A.

Cortisone: Acetate 5s. Hydrocortisone acetate or alcohol 5s—all per g.

Cyclobarbitone: 5-kg lots 80s kg; calcium 80s.

Gallic acid: BP 250-kg lots, 32s kg.

Glycerophosphoric acid: 20 per cent 12s (in 50-kg lots).

Hypophosphorous acid: BPC 1959 17s 9d per kg; pure (50 per cent) 22s 2d.

Iodides: (Per kg). **Potassium:** 35s (in 250-kg lots); **Sodium:** 45s 3d (25-kg); **Ammonium:** 70s 10d (25-kg).

Iodine: Crude 29s 9d kg; resublimed 40s 3d.

Iodoform: (Per kg) powder 68s (50-kg); Crystals 6s 6d more.

Methadone hydrochloride: Subject to D.D.A. regulations 2s 6d per g for 100-g lots.

Narcotine: Alkaloid and hydrochloride £13 kg for 25 kg.

Oleic acid: BP is £206 14s per metric ton delivered.

Opiates: (per kg) subject to D.D.A. Regulations.

	1 kg and over		Under 1 kg	
	£	s	£	s
Codeine				
alkaloid	128	3	134	11
hydrochloride	111	2	116	13
phosphate	97	13	102	11
sulphate	111	2	116	13
Diamorphine				
alkaloid	134	3	140	17
hydrochloride	147	1	154	9
Ethylmorphine				
alkaloid	147	2	154	9
hydrochloride	126	18	133	5
Morphine				
acetate	116	16	122	13
alkaloid	143	14	150	18
hydrochloride	117	19	123	17
sulphate	117	19	123	17
tartrate	140	6	147	6

Phosphoric acid: BP, sg 1.75, 10-drum lots 38·16d kg; 54-kg in bottles 6s 2d kg.

Pyrogalllic acid: 250-kg lots 78s 9d kg.

Sodium bicarbonate: BP £23 8s per long ton for 8-ton lots in 1-cwt bags ex works.

Sodium chloride: Vacuum dried 141s 6d per long ton in paper sacks for 6-ton lots, ex works.

Sodium citrate: £293 per metric ton.

Sodium fluoride: 50-kg kegs 11s 4d kg.

Sodium formate: BPC 1934 6s 8d in 50 kg lots.

Sodium hydroxide: (50-kg drums) BP 1958 flake 1s 5½d kg, pellets 5s 8d, sticks (in 5-kg tins) 14s 3d kg. **Sodium metabisulphate:** Powder 1s 11d kg in 50-kg sack.

Sodium nitrite: BPC, 50-kg. Kegs 6s 9½d per kg.

Sodium perborate: (Per ton) tetrahydrate (minimum 10 per cent, available oxygen) £144 8s, in kegs; £136 18s in bags; perborate monohydrate (15 per cent, available oxygen) is £313 4s.

Sodium percarbonate: (Per ton): £173 15s in kegs (bags £7 10s per ton lower) for minimum 12 per cent, available oxygen.

Sodium phosphate: BP acid, fine crystal 5s 10d kg.

Sodium potassium tartrate: (Per metric ton) 50-kg £287; 250-kg £282; 1,000 kg £278.

Sodium salicylate: 1000-kg lots 10s kg.

sodium salt BP 14s.

Sodium sulphate: BP from £30 to £35 per metric ton as to crystal, BP exsiccated £58 10s ton.

Sodium sulphite: 4-ton lots; photo quality, £31 12s 6d per ton in bags.

Sodium thiosulphate: £40 per metric ton ex works.

Tannic acid: 250-kg fluffy 25s 3d kg; powder 24s 9d.

Theobromine: Alkaloid 150s kg delivered in UK powder 24s 3d.

Crude drugs

Chillies: (cwt) Mombasa 280s, cif; Zanzibar 315s, cif afloat.

Ergot: (lb) Spanish 13s lb spot.

Ginger: (cwt). Nigerian peeled, nominal, split 250s spot; 200s cif. (new crop) Jamaican cleared. Sierra Leone 575s spot. Cochin 470s, cif.

Ipecacuanha: Matto Grosso 68s lb spot 66s, cif. Costa Rican, spot 65s.

Lemon peel: Spot 2s 11d lb; 2s 9d, cif.

Menthol: (lb) Chinese spot 66s; shipment 60s, cif. Brazilian 40s spot; 38s 9d, cif.

Pepper: (cwt) Sarawak white; spot nominal, ship ment; 3s 10½d cif; black 440s, cif; 425s; 390s, cif.

Podophyllum: *Emodi*; 320s cwt; 290s, cif.

Sarsaparilla: Spot 5s 6d lb, shipment 5s 3d.

Seeds: (Per cwt) **Anise:** Star 165s Spanish green 247s 6d; 233s, cif. **Caraway:** Dutch 190s, cif. **Celery:** Indian 340s, cif; **Coriander:** Moroccan (Nov-Dec) 81s cif. **Cumin:** Iranian 300s spot. **Dill:** (per 50-kg) Chinese 117s, cif; 140s duty paid. **Fennel:** (50 kg) Chinese; 100s, cif. **Fenugreek:** Moroccan 75s duty paid. 57s 6d, cif. **Mustard:** English 60s to 120s as to quality.

Squill: White spot 260s cwt; shipment 235s, cif. **Styrax:** Spot 23s 6d lb; 23s, cif.

Turmeric: Madras finger 225s cwt; 165s, cif.

Valerian: Continental 265s cwt; 255s, cif. Indian 250s spot; 240s, cif.

COMING EVENTS

Monday November 30

West Kent Branch, National Pharmaceutical Union, New Hackwood hotel, Widmore Road, Bromley, at 8.30 pm. Discussions on resale price maintenance and decimalisation.

Tuesday December 1

Bournemouth, Poole & East Dorset Branch, National Pharmaceutical Union, Postgraduate Medical Centre, Palmerston Road, Boscombe, at 7.30 pm. Mr Jack Bond, on "Problems of the National Health Service."

Doncaster Branch, Pharmaceutical Society, Punch's hotel, Doncaster, at 8 pm. Chairman's wine and cheese party.

East Kent Branch, Pharmaceutical Society, County hotel, Canterbury, at 8.15 pm. Mr P. Slones, on "The common cold."

Wednesday December 2

Bournemouth Branch, Pharmaceutical Society, Main committee room, New Hospital, Poole, at 1.15 pm Dr R. D. Hill on "The diabetic foot."

Bournemouth Branch, Pharmaccutical Society, Medical Centre, Boscombe, at 1.15 pm. Mr S. Lubert on "Obstetrics and gynaecology in the USA."

Bristol Branch, Pharmaceutical Society, Bath University, at 7.30 pm. Tripartite Quiz between Branch Members of Bath and Bristol and the students of Bath University.

Manchester & Salford Branch, Pharmaccutical Society, Grand Hotel, Aytoun Street, at 7.15 pm. President's dinner and ball.

Plymouth Branch, Pharmaceutical Society, Moorland Links Hotel, at 8 pm. Annual dinner and dance.

Sheffield Branch, Pharmaceutical Society, Royal Victoria hotel, Sheffield, at 8 pm. Mr Michael Corner on "The Morning Telegraph Andean expedition."

West Glamorgan Branch, Pharmaceutical Society, Dragon hotel, Swansea, at 7.45 pm Mr N. G. M. Burgess on "Decimal currency."

Thursday December 3

Birmingham Branch, Pharmaceutical Society, University of Aston in Birmingham, Byng Kendrick Suite, at 8 pm. Professor M. R. W. Brown on "Bacterial resistance."

Fife Branch, Pharmaceutical Society, Golden Acorn hotel, Glenrothes, at 8 pm. Annual dinner and dance.

Guild of Public Pharmacists, the auditorium, Wellcome building, 183, Euston Road, London, NW1, at 7.30 pm. Dr Paul Turner on "Clinical trials."

Hastings Branch, Pharmaceutical Society, Alexandra hotel, St Leonards-on-Sea at 8 pm. Mr C. C. Green, on "The RPM case — the judgement and the future."

Hounslow Branch, Pharmaccutical Society, Sun hotel, Hanworth Road, Hounslow, at 7.45 pm. Evening of BOAC films.

Huddersfield Branch, Pharmaccutical Society, St Thomas's Club, Longroyd Bridge, Huddersfield, at 8 pm. Annual dinner.

Saturday December 5

Wembley Branch, Pharmaceutical Society, Kingsbury Veterans' Club, Roe Green Park, London NW 9, at 7.45 pm. Social evening.



30 MILLION PEOPLE EVERY WEEK SEE THE ADS. FOR
DR. PAGE-BARKER'S DANDRUFF LOTION

From all wholesalers or Feversham Products Ltd. 14 Devonshire Square, London, EC2 01-247 2649

CLASSIFIED**TEL: 01-240 0855****SITUATIONS VACANT**

PORTSEA ISLAND CO-OPERATIVE CHEMISTS LIMITED

**PHARMACY BRANCH
MANAGERS/ESSES**

As a result of trading development and expansion in the area, applications are invited for the positions of Pharmacy Branch Managers or Manageresses for Branches within the Portsmouth area. The positions offer congenial employment under first class conditions in an attractive south coast resort.

The positions are permanent and superannuated with excellent fringe benefits.

Applications in writing with details of age, experience etc. to the Personnel Manager or the Superintendent Chemist, "Co-operative", 110 Fratton Road, Portsmouth PO1 5DB.

**QUALITY
CONTROL**

A young man qualified to O.N.C. standard in chemistry required as assistant to quality controller of pharmaceutical manufacturing company. Salary negotiable.

Applications with full details to:

Mr. R. Young,
Pigot & Smith (Pharmaceuticals) Ltd.,
Leigh St.

Wigan.
Lancs.

Tel: Wigan 42292.

CRAWLEY HOSPITAL,
WEST GREEN DRIVE,
CRAWLEY, SUSSEX.

**SENIOR
PHARMACIST**

required for this new General Hospital. New Department incorporating manufacturing and pre-packing and quality control, some sterile work and full facilities for in patients and out patients clinics. Duties include visiting wards and the introduction of new operational systems. Assistance with accommodation may be given. Application forms from Hospital Secretary to be returned as soon as possible.

**HOSPITAL
APPOINTMENTS**ILFORD & DISTRICT H.M.C.
GROUP PHARMACY

DEPUTY CHIEF PHARMACIST
required. Whitley Council salary and conditions of service. Apply to Group Secretary.

SENIOR PHARMACIST

This is a Group post with duties at Barking Hospital, Upney Lane, Barking and Essex and King George Hospital, Whitley Council salary and conditions of service. Apply to Group Secretary.

King George Hospital,
Eastern Avenue,
Newbury Park,
Ilford, Essex.

ST. ANDREWS HOSPITAL,
Devons Road, London, E.3.**PHARMACY TECHNICIAN 1**

required. Hospital adjacent to Bromley-by-Bow station — 20 minutes from Central London. Applications to Hospital Secretary.

**PHARMACY
TECHNICIAN I**

for duties mainly in connection with sterile and non-sterile products. Male preferred. Whitley Council conditions of service and salary within scale £732-£1,052 p.a. Applications in writing to:

Chief Pharmacist,
Royal Free Hospital,
Gray's Inn Road,
London, W.C.1.

**REQUIRED TO
PURCHASE**

**PROPRIETARY PRODUCT/S IN
PHARMACEUTICAL, COSMETIC OR
ALLIED FIELDS WITH TURNOVER
OF £5,000/£20,000 P.A.**

Immediate cash available for full purchase but retention of some interest by vendor considered.

Replies in strictest confidence to:

BOX NO. 1718

AGENTS**AGENTS**

required in all areas already calling on Retail Pharmacists, to introduce a unique and ethical service compatible with highest standards. Please write with details of area covered and type of business already undertaken, to

Box No. 1717

**WEST BROMWICH AND
DISTRICT H.M.C.**

Applications are invited for the following vacancies:

1. Pharmacy Technician Grade 1. For special responsibility post. Previous hospital experience essential.
2. Three Pharmacy Technicians Grade 1. Consideration will be given to applying for special allowances for the successful applicants.

Five day week. Plus occasional Saturday morning duties (9.0 - 12.0) paid for as overtime.

Detailed information from the Group Pharmacist, 'Phone 021-553 1831.

Applications to
the Group Secretary,
West Bromwich and District
General Hospital,
Edward Street, West Bromwich,
with the names and addresses of
two referees.

IF YOU ARE CALLING on Hospitals you can earn high commission, by carrying an extra line. Box No. 1716.

**ST PETER'S HOSPITAL
CHERTSEY, SURREY
PHARMACIST**

required, full time or part time. Whitley Council pay and conditions of service. Vacancy arises from an increase in establishment due to the opening of a new Maternity Unit of 120 beds. Residential accommodation may be available for a single person. Applications, giving names and addresses of two referees, to Hospital Secretary immediately.

CLASSIFIED**TEL: 01-240 0855****PREMISES TO LET****LETCHWORTH, HERTFORDSHIRE**

Chemists are invited to apply for the tenancy of a shop now vacant in the shopping centre on the Jackmans Housing Estate, Letchworth. The Council are prepared to consider a lower rent for the first three years of the tenancy. Full details from the undersigned. M. Kelly, Esq., Clerk of the Council, Town Hall, Letchworth, Herts.

KENT COASTAL TOWN**LAST SHOP WITH FLAT**

to let in

NEIGHBOURHOOD SHOPPING AREA**COMPRISING 8 UNITS****SUIT CHEMIST**

Full details from:

HERRING, DAW & MANNERS

23 St. James's Sq. S.W.1.

01-839 3466

BUSINESSES FOR SALE**BRISTOL****CASH DRUG STORE**

(no opposition), easily converted for pharmacy (badly needed). Modern double-fronted shop, three-bedroomed luxury accommodation. Swedish-type kitchen. Garage and garden. £7,500 plus stock.

Tel: 78497, Mr. Groves.

WHY NOT BE SEEN MORE THAN ONCE?

You can book a series of Classified Advertisements with us, on which discount is available on a minimum of three insertions for any heading.

For maximum continuing impact on your market—be sure of being read by

**EVERYONE—
EVERYWHERE—
EVERY WEEK.**

When response is sufficient you can cancel by phone up to 4 p.m. Tuesdays to our Classified Manager on 01-240 0855

WANTED**WANTED**

Urgently wanted. Student taking Finals. Single Punch Tablet Machine up to 1½ in. diameter electrically driven.

Box No. 1715

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co., Ltd., 6/7 Wellington Close, Ledbury Road, London, W 11. Tel. Park 3137-8. C 140

TRADE SERVICES

SHOPFITTINGS — Manufacturers of chemists fittings offer Special Terms to chemists opening or re-fitting in Nov., Dec., and Jan., willing to act as show installations for new range of display shelving, showcases, counters and check-out units. Usual H.P. facilities. Limited amount of three year rental available. Rocano Ltd., St. Paul Street, Bristol 2. Tel.: Bristol 40328.

**GENUINE 7 DAY SERVICE
PRINTED SELF ADHESIVE
LABELS.**

2,500	1½ in x 1 in	£5 5 0
5,000		£8 2 0
2,500	2 in x 1 in	£5 12 0
5,000		£9

Special prices given for larger quantities. Send trial order to:

**Speedprint Services,
60a High Street,
Egham, Surrey. Tel. Egham 4978**

Many other sizes available.
Payment with order less 5%.

TENDERS**Surrey
County Council**

Tenders are invited for the supply of Antigens. Tender forms available from Chief Supplies Officer, Supplies Department, Blenheim Road, Longmead Estate, Epsom, Surrey, to be returned by not later than Monday, 14th December, 1970.

**Northern Ireland
Hospital Authorities**

Tenders are invited for the supply of surgical dressings and certain sundry items to all hospitals for the period 1st May, 1971 to 30th April 1972. Full information and forms of tender may be obtained from:

The Secretary,
Northern Ireland Hospital
Authorities,
25 Adelaide Street,
Belfast BT2 8FG.

To whom completed tenders labelled as instructed should be sent so as to reach him not later than 5 p.m. on Monday, 21st December 1970. The Authorities do not bind themselves to accept the lowest or any tender.

**Halas Laboratories Limited**

Offer their newly established modern manufacturing unit and fully equipped laboratory to the pharmaceutical and cosmetic industries, for contract manufacture and packaging of pharmaceuticals and cosmetics.

All enquiries to:

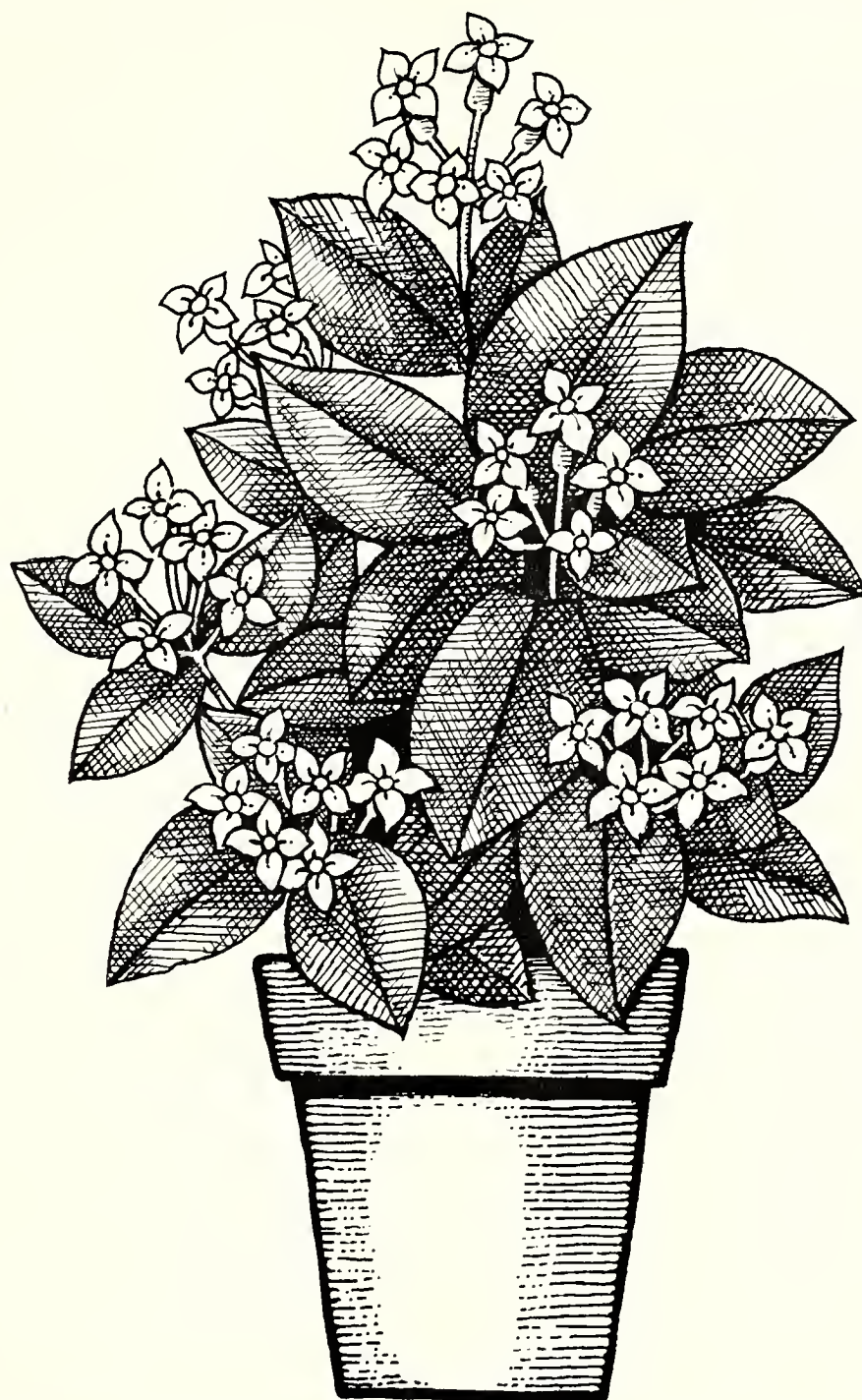
Dr. H. A. Fisher F.R.I.C.

Halas Laboratories Limited,

Thorp Arch Trading Estate, Boston Spa, Yorkshire.

Telephone: Boston Spa 2695.





William Ransom is a very keen gardener

A scientific gardener, who grows and imports large quantities of raw materials – processes them to perfection, and supplies you with galenicals of which he is

justifiably proud.

When you've been in business for one hundred and twenty four years and remained completely independent – you've got to be good.



Established 1846
and still independent.

William Ransom & Son, Limited.

HITCHIN · HERTFORDSHIRE · ENGLAND

You'll fall for Paulette

And so will your customers. Because this 35mm camera has a way of endearing itself to photographers. So faithful in any situation—the razor sharp f/2.8 lens sees to that. And so elegant—they'll be proud to be seen with Paulette in all the best places! The Halina Paulette boasts a fine list of features including speeds to 1/250th sec, bright frame viewfinder, single stroke lever wind, apertures from f/2.8 to f/16 and flash synchronisation. The Halina Paulette Electric has all this plus a built-in exposure meter. Show Paulette off in your shop, your customers are bound to fall!



Halina

PAULETTE
£11.19.3

PAULETTE ELECTRIC
£14.19.9

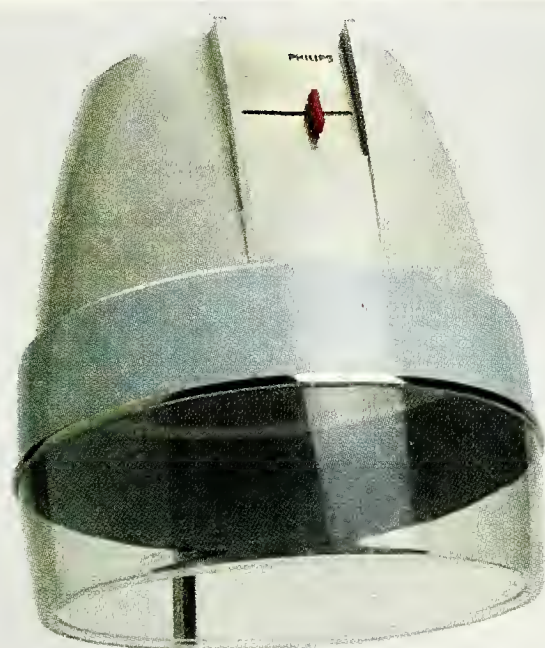
Ever Ready Case £2.9.6 Recommended Retail Prices

Sole distributors: J. J. Silber Ltd., 11 Northburgh Street, London E.C.1.

BEAUTY BUSINESS

November 28, 1970

We take care of the hair. You take care of the profits.



The Philips Hood Hair Drier

Infinitely variable temperature control for just the heat wanted. Extra deep hood for just the results wanted. Collapsible for just the convenience wanted. Retailing at £7.7.0. With floor stand £9.9.0.

Philips Ladyshave

Two shaving heads, one for long hair, one for short. Just strokes away unwanted hair. World-wide voltages, and comes in its own attractive go-anywhere pouch. £3.19.6.

Philips Ladyshave De Luxe

Luxuriously styled, incorporating all the features of the Standard Ladyshave plus its own On/Off switch and presented in a velveteen-lined case. £4.19.6.

Prices shown are recommended Retail Prices.



Philips Electric Hair Clippers

For professional results right from the start. Two guide combs, fine for fine hair, thick for thicker areas. On/Off switch for instant styling control. £3.17.6.



Hair is big business. Whether it's making it beautiful or making it vanish. We make products to do both these jobs.

And you'll make profit on both types of item.

To make hair beautiful, we have four products. Our Hood Drier, Hand Drier and Hair Curlers to keep it in style, and our electric Hair Clippers to keep it in trim.

To make unwanted hair vanish, we have two very big sellers: our Ladyshaves, Standard and De Luxe.

Shown here are just some of the products in our Beauty Care range. Stock the whole range to show your customers how to take care of their hair. You'll find the profit takes care of itself.

Philips Beauty Care

PHILIPS

superb products, new massive ad campaigns... you must win with Wella



The range of Wella hair beauty products goes from strength to strength. New packaging and big support on T.V., cinema and in dominating spaces in women's magazines. Wella for Men is establishing itself as a fast moving line and is supported by large spaces in men's and general interest magazines and the national press. There are more exciting things in store. Make sure you profit from these powerful campaigns. Remember, Wella products and advertising help you to trade up. And trading up means profits up.

wella means kindness for hair - profits for you


STOP PRESS

Wella Coffrets - they're bound to add to your Christmas turnover. Ask your Wella salesman or wholesaler.






SELLING PERFUME



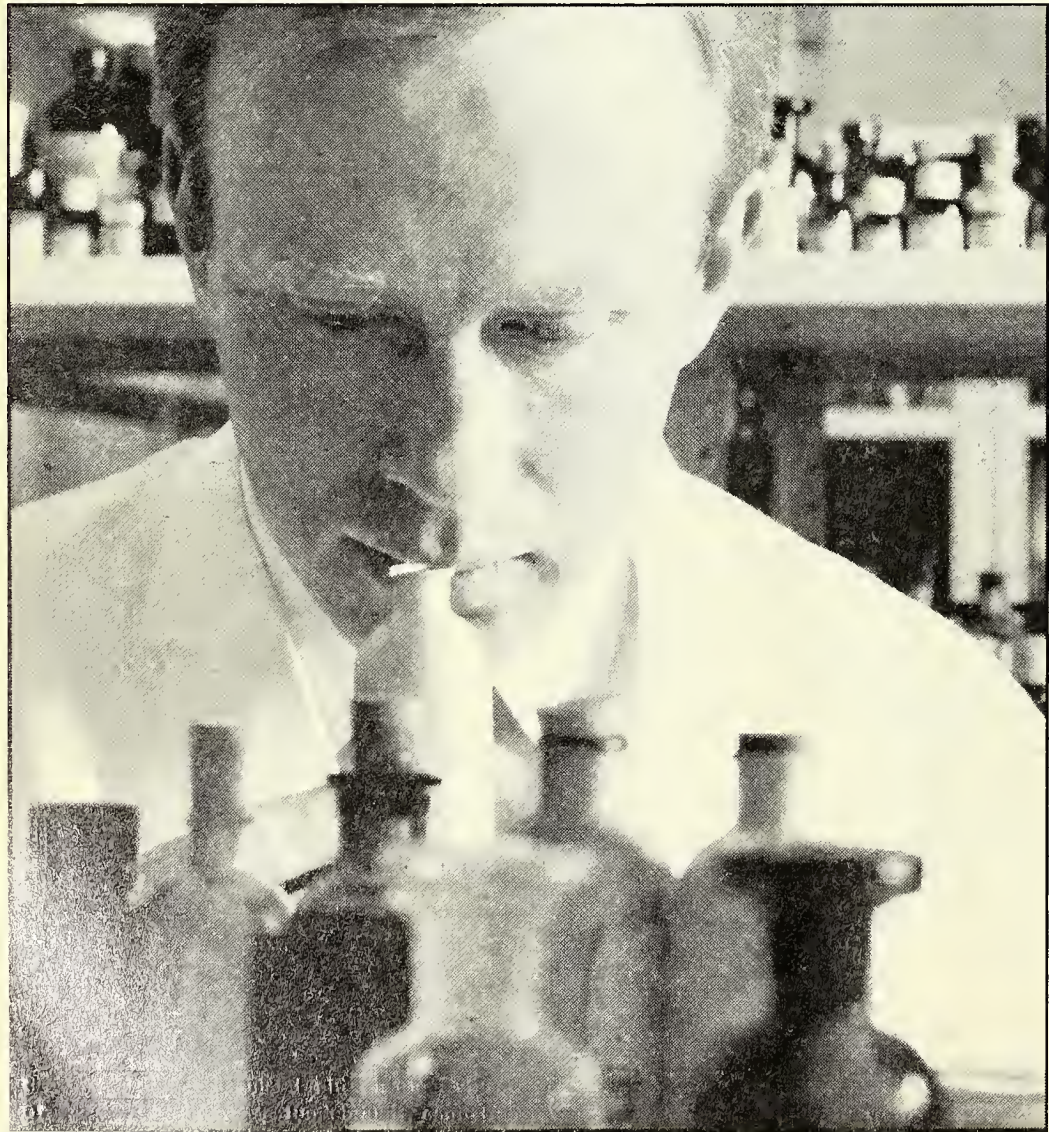
Most of the perfume you'll be selling this Christmas time will be to men, who see it as a glamour present-plus. But often they'll be men quite bothered and bewildered by the gorgeous array before them.



Help them to choose the perfect present by guiding them gently. Find out, tactfully, of course, what the lady in mind is like, and then make your suggestions accordingly. Our chart can only begin to explore the possibilities, but it points a finger...

If she is . . .	Suggest . . .	House . . .	Description
Romantic by nature	Eve	Eve of Roma	A floral galaxy, but lingering and provocative
	In Love	Hartnel	A heart-catching mixture of jasmine and jonquils
Young and kooky	Affair	Gala	Subtly sexy, yet an infinitely haunting scent
	Gingham	Innoxia	A fragrance of the '70s with wide appeal
Vivacious and "of today"	Shendy	Roger & Gallett	Fresh and stimulating as a May morning
Worldly-wise	Estee Super	Estee Lauder	A high-keyed top note against a sensuous background
	Zibeline	Weil	A chypre perfume of bitter-sweet drama
Quietly elegant	Fete	Molyneux	Fresh, but with exciting deep notes
	Madame	Rochas	Flowery but rich : refined but lively
Sporty	Aqua Manda	Goya	Fruity top notes backed with jasmine and aromatic herbs
	Eau de Fraicheur	Weil	Breezy, balmy garland of flowers and herbs

SELLING PERFUME



Who really decides the type of perfume that a man gives his wife, his girl friend or his fiancée?

"Another woman," says Robert Calkin, chief perfumer of Yardley. "Usually his secretary or the girl behind the beauty counter." Ninety per cent of men who buy perfume see a pretty girl behind the counter, like the look of her and say: "What perfume do you like best?" or: "What do you suggest I buy?" or: "You smell gorgeous, what is it?"

The other 10 per cent may spend more time at the perfume counter. But if they know only a little about perfume, and less about the girl for whom they are buying, they'll smell two or three fragrances and then probably choose the prettiest pack. Thus, packaging is very important, so is the way it is displayed.

An attractive display of beautifully packed items will draw a customer towards the counter and lovely, expensive looking packaging will clinch the deal, sometimes without the perfume having been sniffed!

The new Gala perfume—Affair—is an idea that may, however, prove the opposite to this. The Affair pack is risqué and cheaper-looking than most packs in the same price bracket, yet the idea and the perfume itself may win the day.

If it's a very special person for whom the perfume is being bought, a man nearly always buys something that is safe and acceptable—something that has a reputation like Chanel No 5, or Worth's Je Reviens—a classic (and usually French). Yet there are plenty of lovely English perfumes like Yardley's Bond Street and Goya's Aqua Manda.

Even Robert Calkin himself, a handsome bachelor of 36, a perfumer since he left college, has a problem when it



comes to buying the right perfume for the right girl.

"However well one knows a person, it's extremely difficult to tell what she'll really like," he says.

"Choice of perfume is often complicated because of association. The old idea that blondes like a light, floral perfume and brunettes heavy, sophisticated perfumes is all wrong. Quiet girls usually want to wear something extrovert as compensation for their outward appearance of quietness, and the opposite goes for the extrovert.

"Perfume choice by the public changes every five to 10 years. Perfumers tend to influence public taste by the very perfume they make. New perfume materials, new methods of making perfume, too, are altering the tone of perfumes now being made."

Robert Calkin has been with Yardley for 10 years, four of these as head perfumer. "To invent a new perfume is a great thrill," he says, and he should know. He has had many to his credit recently, Caprice, Prelude, Reveric and—most successful—Sca Jade.

Science studies

Robert himself, though he wanted to be a musician, studied botany and chemistry at Cambridge. "But you don't have to be a scientist to be a perfumer—an enthusiastic scientist has a chemically restricted imagination. You need a certain amount of chemical knowledge, but the best perfumer is a reluctant scientist with a keen artistic mind.

"Perfumery isn't an easy art to study. The artist can look at the Great Masters and the musician can read a famous score. But the formulas of great perfumes are secret and nobody can easily describe a smell—much less write it down exactly. It is, therefore, a self-taught art, demanding years spent in copying other people's work in order to find out what it consists of. During that time you find yourself developing a style of your own. Something new begins to evolve from the work of the past. But you cannot close your eyes and hear or see a perfume as musicians and artists can hear symphonies or imagine paintings. Smell is the least explained of the senses, the one on which the least research has been done."

It is not surprising then, that someone spending two or three minutes at a perfume counter, buying a gift which may contain 100 or more different ingredients for someone with skin chemistry of which he has no knowledge, needs advice about what to buy.

And who better than a woman who knows how a perfume is rated among other women? Who better than the girl behind the counter who knows her best-selling fragrances, who knows the trends are for the light abstract and not the heavy perfumes and who knows that women are no longer in a dab-behind-the-ear mood but require something deliciously fragrant that they can waft all over the body?

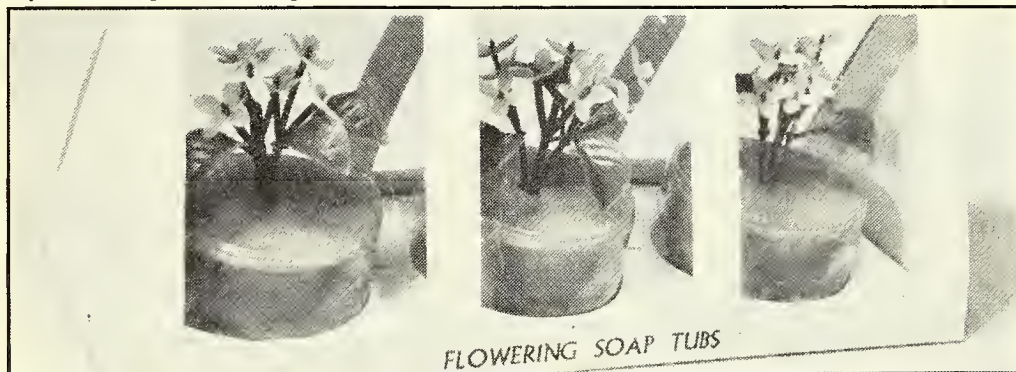
Photo: Courtesy of Innoxia

CHRISTMAS

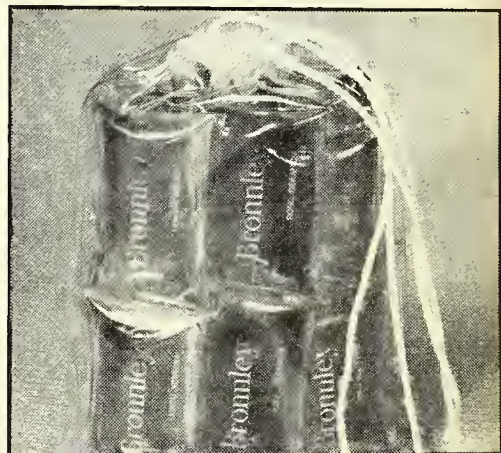
SEASON-AL SELLING

Bronnley, as you know, are strong believers in the importance of seasonal selling—that is, in linking displays of merchandise to the season of the year—but never more strongly than during the Christmas season. Now they have a range of Christmas goodies, and each item in the range will be a delight for the customer to buy, a joy and a treat for the lucky man, woman or child who'll open it on Christmas Day.

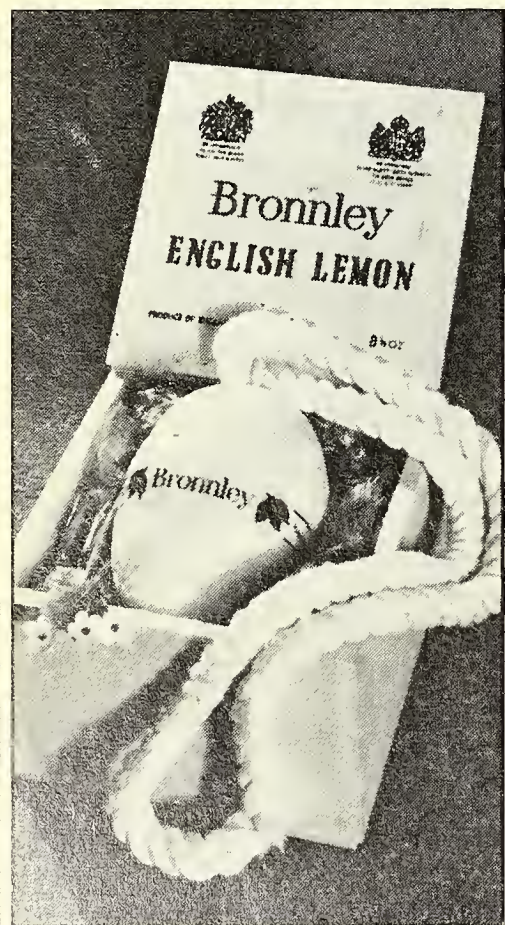
Here are just a few notions from Bronnley's Christmas catalogue 1970 to prove that you should be able to find the answer to everyone's 'what shall I give?' query in Bronnley's range. Suggest for a:



Fun-loving girl friend: Flowering Soap Tub: A charming Christmas novelty of three solid soap tubs sprouting delicate blooms. Price: 11s 6d.



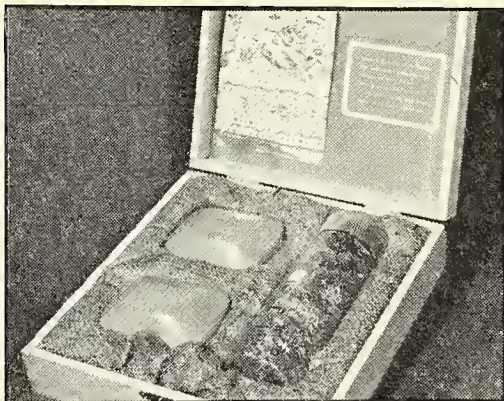
For a Christmas stocking: Twelve jewel coloured sachets of foaming bubble bath in assorted scents, neatly packed in an acetate bag. Price: 12s.



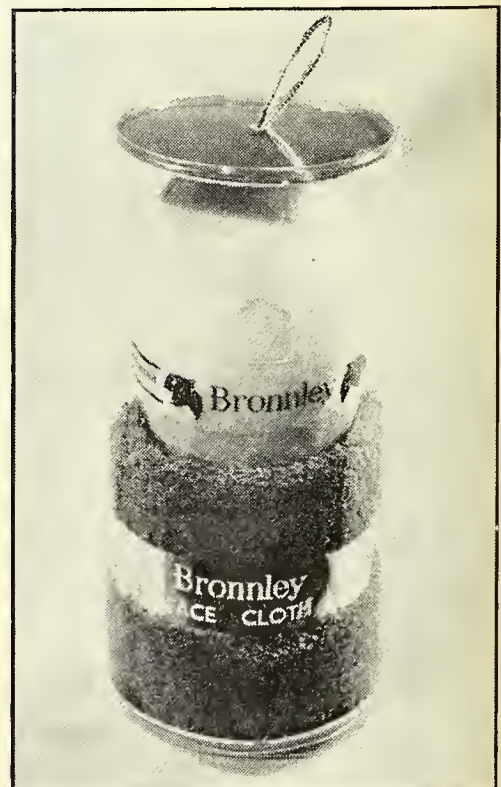
For the best boy friend: A jumbo-size lemon soap on a white cotton cord packed into a husky square wooden crate. Price: 11s 7d.



For a favourite aunt: A colossal soap cushioned in a 'Handmaiden' of towelling—for easy backwashing without backbreaking! Price: 23s 6d.



For home-loving 'mum': A breath of country air conjured up by two chubby tablets of Country Herb Soaps boxed with a jar of *pot pourri*. Price: 30s.



For the Christmas tree: A plump soap lemon perched on a face flannel of either yellow, orange or sage green, and gaily packaged in an acetate drum. Price 12s 6d.

Rundown on new products

Juvena

Natural Beauty

Transparent make-up to give a completely natural looking beauty to the skin

Transparent make-up 26s
Transparent colour stick 34s

Gives a natural, fresh and delicate look to the skin letting it breathe freely so that the natural moisture of the skin is preserved. Transparent make-up comes in light beige, pale peach, sun glow and copper tan. Transparent colour stick in amber, silky wood and sahara sunblush



What's new in packaging

Chesebrough-Ponds

Pond's Light Moisturiser, recently launched as a superlatively light, non-greasy moisture cream protection, now comes in large as well as medium and small sizes. Prices: from 2s 10d to 9s 3d

Cutex oily polish remover now comes in a new improved formula which contains special gentle conditioning agents for nail and cuticle. At the same time an attractive new design bottle with a distinctive Cutex pink cap brings the look of oily polish remover into line with the range of hand and nail care accessories.

Goya

A new aerosol fragrance spray from Goya. This is specially fitted with a metered valve so that the true mist of fragrance cannot be discharged too rapidly.

Fragrance Spray is available in the four Goya fragrances—Black Rose, Gardenia, No. 5 and Goya Piquant and cost 10s.



Potter & Moore

Franad 105 Body Sachet Lotion

to keep the body soft and smooth

4 oz 33s

1/2 oz 11s

Franad 105 Body Sachet Lotion comes from a gorgeous new range of bathtime preparations. All subtly - perfumed and smooth as silk

Dunhill

Travel holdall

a travel holdall for the get-up-and-go man 68s 6d and 70s

This Dunhill-brown holdall is designed to lie flat on the top of a suitcase. It opens to reveal two zipped compartments, one of which contains the basic necessities of grooming, whilst the other compartment allows generous space for all other personal toilet accessories



Wella

Hair set special

Sets the hair whilst helping to cure grease and dandruff. 2s 9d

Wella's hair set special is based on a brand new formula to make hair styles last longer. As it is left on the hair it gives continued remedial action for grease and dandruff. Having shampooed, rinsed and towel-dried the hair, hair set special is applied evenly and combed through the hair. Each bottle holds enough for two sets



Special offers

A free trial size Elnett Satin Hairspray is being offered to every purchaser of the special Recital/Elnett double pack. Recital, L'Oréal's popular shampoo in hair colouring comes in 18 shades ranging from Light Ash Blonde to deepest Black. Second half of this double pack is Elnett Satin the hairspray that will hold a style in place all day.

Amendment

In the last issue of Beauty Business we reported on Arrid Extra Dry large economy size which retails at 13s 5d. We should have made it clear that this economy size is not an addition to Arrid's 4-oz and 6-oz sizes.

QUEEN

non-irritant
BEAUTY PRODUCTS

Recommended by the Medical Profession

Proprietors: Boutalls Chemists Ltd., 60 Lambs Conduit St., W.C.1
Agency Distribution: Pearmoss Ltd., 53 Gt. Marlborough St., W.1



**EASY
SLIMMING!**

WITH

**Slim Plan
Ambrosium
* Honey based**

Slim Plan is a Medically approved treatment backed by a Medically approved Diet Sheet. Slim with Nature's own products. Equally effective for Men and Women.

The recommended diet is both inexpensive and easy to follow. In the short time it has been publicly available, after years of careful testing, many testimonials have been received from Slimmers who were once overweight.

12'6 SMALL **£1** LARGE
with 1,000 Calorie Diet Sheet.

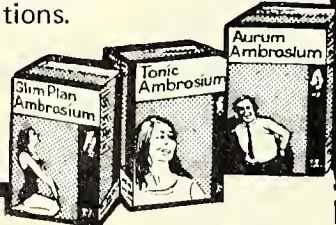


and for the 'Top of the Morning' feeling...

Tonic Ambrosium

Honey based, Cola Tonic Stimulant with the taste of Bitter Chocolate. Invaluable for Exhaustion and General Run Down conditions.

5/- small
10/- medium
15/- large



Join the Health Food GROWTH MARKET with these NATIONALLY ADVERTISED products (100,000,000 readership)

Ask your Wholesaler for details and Display Material or drop us a line and our Representative will call and give you details of our Advertising programme. All are Drug Free Honey Based products. Manufactured by

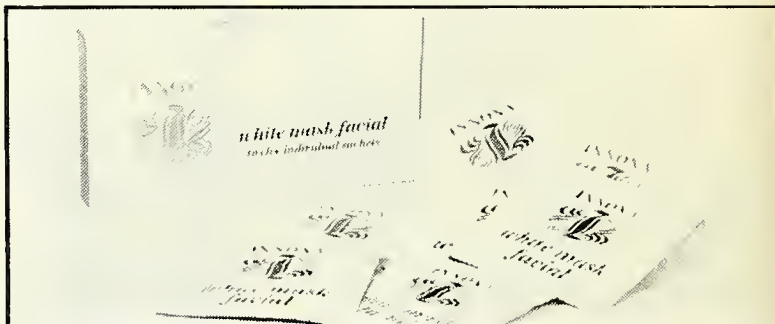
AH Ambrosium Health Foods
7 Milbourne St., Blackpool FY1 3ER LTD

Rundown on new products

What's new in packaging

Innoxia

For the first time ever Innoxia are producing their famous White Mask in sachet form. Each individual sachet contains sufficient for a complete facial treatment, and the sachets are available in boxes of 12, price 14s. White Mask is a creamy, non-drying face mask that brightens and cleans the skin. It is an excellent tonic for tired, sallow complexions, and the perfect pep-up treatment.



Goya

The Cedar Wood range of men's toiletries has been re-packaged, in an attractive paisley pattern. The new bottles have two big advantages over the old. Firstly the round ribbed shape makes them easier to hold and less easy to knock over. Secondly the special "more haste less waste" glide-on top enables contents to be applied straight on to the face.



Cardinelli's 'Hoodwinks'

Hoodwinks are a new range of eyelashes in 15 new styles. Complete with Cardinelle long-lasting fixatives, all styles will be available in black and brown, and will be sold in a unique wallet-like pack, designed in "eye-catching" pink and blue.



Run down on
new products

DUNHILL**Smoker's Dental Cream**

UNCTION

to remove tobacco stains from the teeth

9s 6d

PRICE

SELLING PEG

Dunhills Smoker's Dental Cream has been carefully formulated to comply with the most stringent standards of dental hygiene . . . pleasant tasting, too

GALA**Eye Catchers**

UNCTION

two-way shadows

PRICE

SELLING PEG

15s

a collection of up-to-the-minute shadow colours, which can be mixed with water or used as they are

BRONNLEY**Hand and Bath Soaps with Turtle Oil**

UNCTION

soap to cosset the complexion

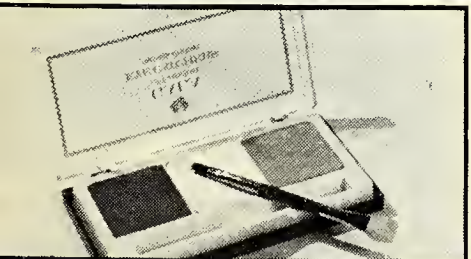
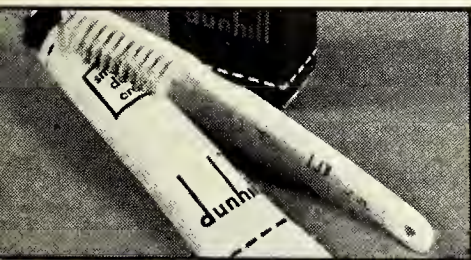
PRICE

Hand Soap with Turtle Oil 2s 7d for box of three

Bath Soap with Turtle Oil 4s 3d for box of three

SELLING PEG

as well as being luxurious latherers, these attractive soaps are laced with the rich emollience of turtle oil and they are triple-milled to retain their fragrance to the very last sliver



'BEAUTY CARE' IS BIG BUSINESS

by G. L. Hoddinott, Product Manager, Beauty Care Appliances Philips Electrical Ltd.

What is personal beauty? It has been described as a fantasy, an illusion; and there is certainly no doubt that, in all its forms, it "lies in the eye of the beholder." When one considers some of the aids to beauty adopted in various parts of the world such definitions seem to be borne out. Who but the lads of their tribal village in Africa, for instance, could be romantically attracted to the duck-billed women whose lips are stretched from infancy around hoops which are regularly replaced by even larger hoops?

Where these exotic charmers go to select and purchase their beauty aids remains, to outsiders, one of their beauty secrets. But in the Western world, there is no such mystery; the chemist's shop is firmly established in most minds as the primary source.

At least, it always had been until the electrical industry began to take an interest in the requirements of women and girls who like to appear at their best at all times. Their name is legion, and the range of equipment now readily available to them represents very big business for the retail trade.

Because such products are electrically operated—hair driers, health lamps, hair curlers, etc—it is only natural that they have largely gravitated to the electrical retail trade rather than to the chemist's shop, the traditional centre of "beauty care." Yet there is no reason why this type of business should be exclusive to any specific outlet. The market is vast.

Some chemists, it is true, are already trading in electrical equipment such as shavers and hair driers, but many more are not, and may not be fully aware of the business they are losing as a result.

There must be many examples of a woman calling at a chemist's to buy a lipstick or pot of hand cream while on her way to buy a hair drier elsewhere across the road. This may seem illogical, for the hair drier is as closely associated with her personal appearance as are the scores of other commodities, from toothpaste to nail files and hair colourants, with which she was surrounded at the chemist's.

Of course any good sales girl at a beauty counter appreciates that in all "beauty care" transactions one is selling an image rather than the product itself. It is what the product will do for her personally that concerns the customer; so where is there a more appropriate setting for her purchase than the chemist's shop, where most of the merchandise is sold on that same basis, and where sales staff are practised in advising on such matters?

"Beauty care" products have three aims: to help women and girls to make the most

of their personal appearance; to give them a feeling of confidence and well-being; and to contribute to their physical health.

What exactly are those products?

For a start, here is the range marketed by Philips Electrical Ltd to which additions will be made from time to time:

A self-heating Curler Set, comprising 18 curlers in three sizes to suit different kinds of hair. Four or five minutes' heating will produce loose curls, or a firmer style can be obtained over a longer period. The sets are available in two-tone blue or in orange and buff at a recommended retail price of £9 19s 6d.

Hair Driers: There is a hood drier with infinitely variable temperature control. Supplied with a wall bracket, its recommended selling price is £7 7s; a floor stand is an optional extra for £2 2s.

A lightweight hand-held hair drier of pistol-grip design can produce a wide or narrow airflow, and is fitted with a thermal cut-out to prevent over-heating. Recommended selling price is £4 12s 6d.

The Ladyshave: Made in three attractive styles in pastel shades (Standard, de Luxe and Cordless) these shavers quickly remove unwanted hair, and a special guard prevents tugging. The cordless model, being powered by an internal battery, can be used anywhere at any time. Recommended prices range from £3 15s to £4 19s 6d.

Hair Clippers: Elegantly designed in beige and ivory finish, these electric clippers can cut the hair of the whole family, expertly and without effort. Styling is assisted by two guide combs of special design. Recommended retail price is £3 17s 6d.

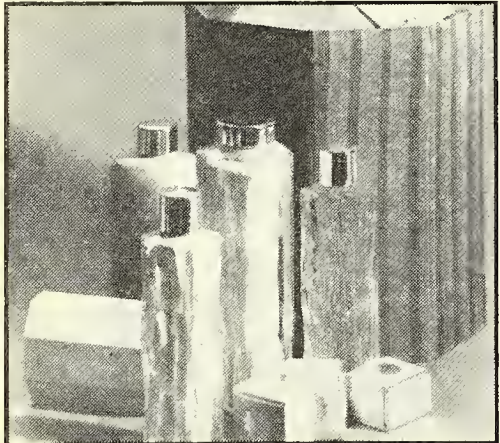
Health Lamps: There is the "Infraphil" (£6 6s) emitting a concentrated beam to penetrate deeply, and warm away aches and pains. The "Ultraphil" (£10 5s) emits ultra-violet rays to give that healthy "just-back-from-holiday" feeling and to clear up certain skin conditions. Its radiation also increases resistance to colds and influenza.

The Combined Health Lamp (£13 13s) incorporates all the advantages of the other two in one stylish housing.

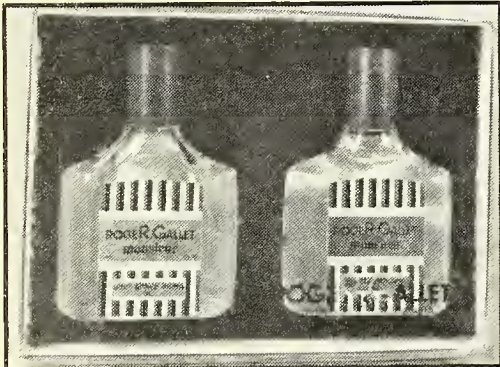
It is sometimes said that the average chemist's shop lacks the space to stock the larger electrical items, but this need not be a barrier in these days of sophisticated ordering and delivery techniques. Only one or two models need to be stocked at one time, for orders from wholesalers can usually be delivered within 24 hours. So a display of the range of products, backed by manufacturers' point of sale material, should soon prove the profitability of "beauty care."



Lenthéric's fragrance spray Miss Lenthéric Eau de Toilette 16s 3d



Elizabeth Arden's Blue Grass Thai Silk Octagonal box 135s



Roger & Gallet's Man's Gift Set 45s



Personality Turtle Oil Hand Cream and Flower Soaps 7s 3d



Demuth's Frozoclone and Frozolavender 6s



Gala's Hand & Body Lotion packed with Puffer Talc 16s 9d



For a child—a candle: for a tramp—a pair of boots: for a navigator—a sextant All perfect presents as it happens, but Christmas gifts are only truly valuable if they are exactly what the recipient needs, longs for and appreciates.

Here is a quick look at just some of the different kinds of presents that you'll be selling off your counters. Take care, in your particular job, that they go to the right person.



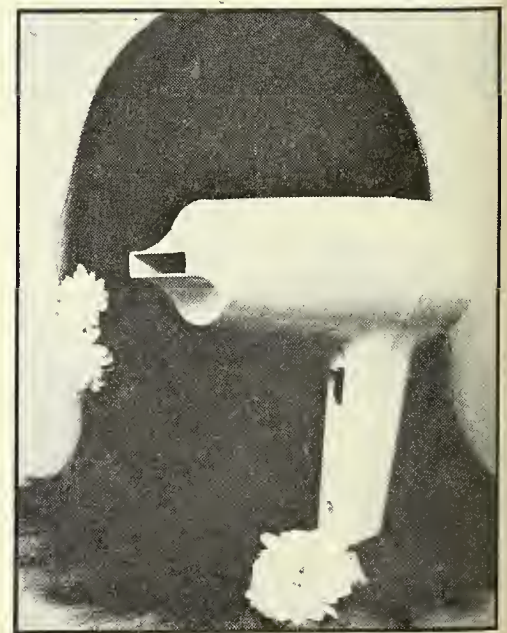
Cutex Christmas nail polishes



Pifco's Facial Sauna £6 10s



Bronnley's spice jar of seashell soaps 10s



Philip's Hand Hair Drier £4 12s 6d.

INTIMATE DEODORANTS— our speciality.

Some deodorants are real puzzlers. Are they vaginal deodorants or aren't they?

No wonder girls get confused – embarrassed even – when they come in to buy. But Bidex is perfectly simple.

There's a range – of course. But everything in that range looks after a girl's intimate freshness.

So when it's obvious she wants a special vaginal deodorant, recommend Bidex. She'll thank you for it.

For immediate attention put in a reverse charge call to Sarah Rogers, Eastleigh (042126) 3131.



This is the complete Bidex range. Spray Mist, Tissues, Liquid and Intimate Spray Talcum. All can be recommended for their mild but effective deodorant action.

the Bidex range.

Intimate deodorants, pure and simple.

MEGGIE WIGS

... are a wonderful line
for the modern CHEMIST!

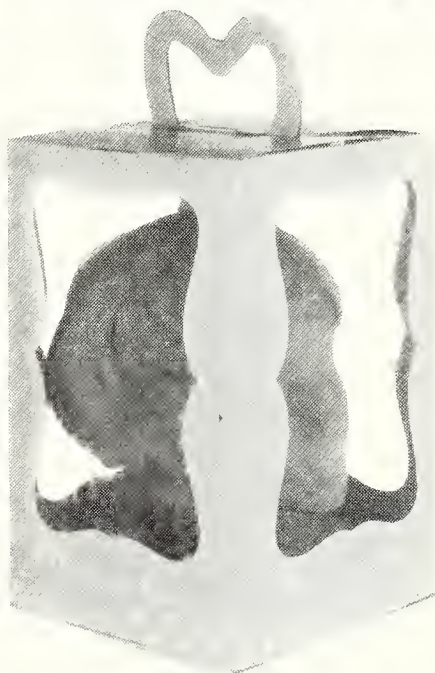


**A NATURAL FOR
THE CHRISTMAS
GIFT TRADE**



"MEGGIE WIGS" are manufactured from 100% Courtaulds Teklan hair fibre. As lustrous as real hair, flameproof, non-allergenic and can be washed in luke warm water, rinsed, and left to dry at room temperature. The style and silky texture will last even with excessive wear. Every model comes complete with a P.V.C. head-stand in the elegant display box with outer wrapper as illustrated here.

THEY COME READY-WRAPPED



COMPLETE WITH P.V.C. HEAD!

Send for full details of the complete range and exciting colours they're all available in, now—to:—



**INTER-ALIA
PHARMACEUTICAL**

SERVICES LTD. (Meggie Wig Division)

Raphael House, 226 High Street North, London E.6.

Phone: 01-552 4344/7.

Cables: Intalpharm London E.6.

